

# LIFE

THE REMARKABLE GEORGE EASTMAN

HIS STORY AS REVEALED IN HIS PRIVATE PAPERS

PHOTOGRAPHY'S EARLIEST DAYS



**GRACE KELLY**  
HOLLYWOOD'S BRIGHTEST  
AND BUSIEST NEW STAR

20 CENTS

APRIL 26, 1954



# SPECIAL CELEBRATION OFFER!

REGULAR ~~\$97<sup>40</sup>~~ VALUE

# Save \$27<sup>45</sup> ON THIS SIXTY-PIECE SERVICE OF

## 60-PIECE SERVICE INCLUDES:

8 Knives	8 Forks
8 Salad Forks	8 Butter Spreaders
8 Soup Spoons	2 Serving Spoons
1 Butter Knife	1 Sugar Spoon
16 Teaspoons	

# Community

REG. VALUE ~~\$97<sup>40</sup>~~

# \$69<sup>95</sup>

LIMITED TIME ONLY

Perfect for giving to a brand-new bride or to make Mother's Day very special! For the price of a service for 6, you actually get a beautiful dinner service for 8! Yes—16 extra pieces worth \$27.45 at *no extra cost!* And this rich-grained mahogany-finish anti-tarnish chest is included, too!

Choose from Community's five world-famous patterns, wear-protected with the exclusive "Overlay" of pure silver. Your jeweler will show you the sharp, serrated edge on every grille or dinner knife. And he'll explain his easy credit plan. But hurry, he can make this most unusual offer for only a limited time. Community\*... the finest silverplate.



\*TRADEMARKS OF ONEIDA LTD., ONEIDA, N.Y.  
COPYRIGHT 1954, ONEIDA LTD.



# B.F. Goodrich Tubeless Tires

**outstop regular tires by 17 feet  
in "flaming barricade" contest**



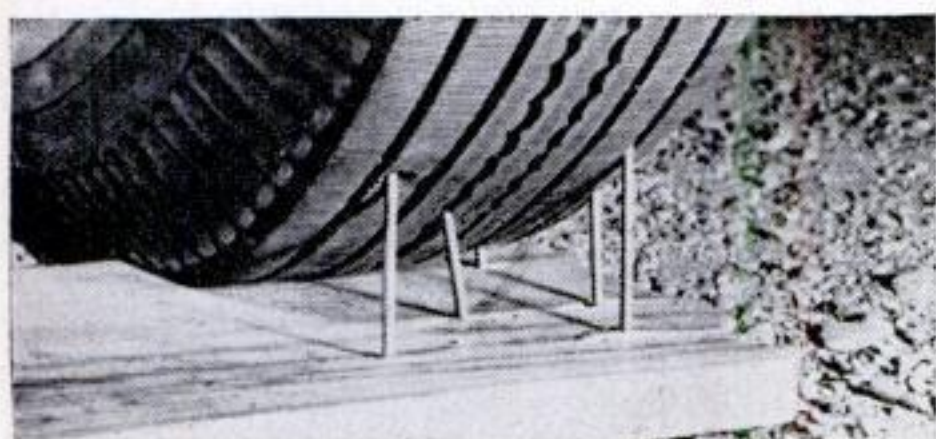
**RACING SIDE BY SIDE**, identical cars roll down a slick, wet road toward a simulated highway hazard—a flaming barricade. Both drivers hit the brakes at the same moment.

The car on regular tires (top) skids, smashes through the barrier, sends flaming wood flying. But the car on B. F. Goodrich LIFE-SAVER Tubeless Tires stops a car-length sooner—safely.

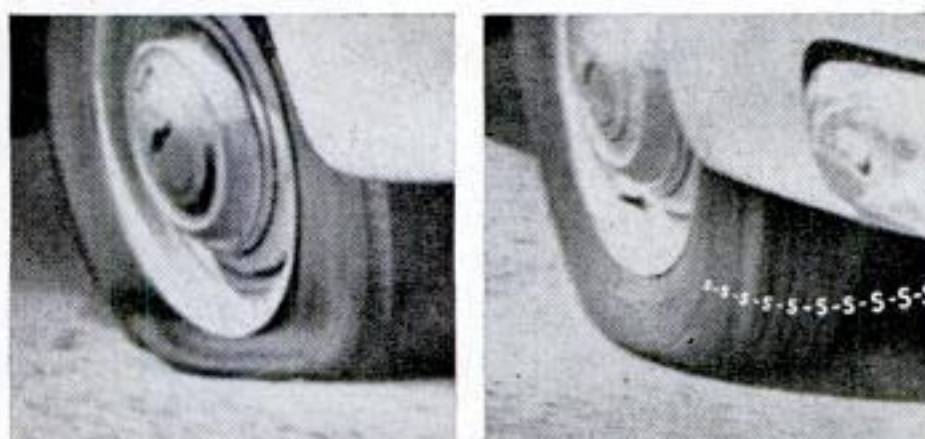
What makes the difference? B. F. Goodrich

LIFE-SAVERS have a tread with *thousands* of flexible grip-blocks. They wipe away the water. They take a firmer grip on any pavement, no matter how skiddy.

In the contest above, LIFE-SAVERS gave a 17-foot safety margin. In an emergency, that could save your life! LIFE-SAVERS fit your present wheels. Buy them from your B. F. Goodrich retailer, listed in the Yellow Pages under "Tires".



**SEALS PUNCTURES.** A patented sealant under the tread of the B. F. Goodrich LIFE-SAVER seals punctures instantly. When the nail is later removed, the sealant plugs the hole, makes a permanent repair. Not a pound of air is lost.



**PROTECTS AGAINST BLOWOUTS.** A patented liner replaces the tube in the B. F. Goodrich Tubeless Tire. This liner, part of the tire itself, changes dangerous bruise blowouts (left), to safe slowouts (right), giving you time to stop safely.

**COMPARE  
the COST**

**...as little as \$7.60  
more than a  
regular tire and tube**

MAKE OF CAR			BFG LIFE-SAVER
			<b>\$30.95</b> EACH 6.70-15—PLUS TAX and your old tire
FORD	CHEVROLET	PLYMOUTH	
MERCURY	STUDEBAKER	PONTIAC	<b>\$34.45</b> EACH 7.10-15—PLUS TAX and your old tire
OLDSMOBILE	BUICK	DESOTO	
			<b>\$41.45</b> EACH 8.00-15—PLUS TAX and your old tire
CADILLAC	LINCOLN	PACKARD	

**COMPARE...You'll buy LIFE-SAVERS®**



This One



JKJ2-6WZ-TLXW

Copyrighted material



# HOW TO GIVE THE BEST...

## AND SAVE MONEY, TOO!

### G-E RADIOS

for  
MOTHER'S DAY  
FATHER'S DAY  
WEDDINGS  
GRADUATIONS

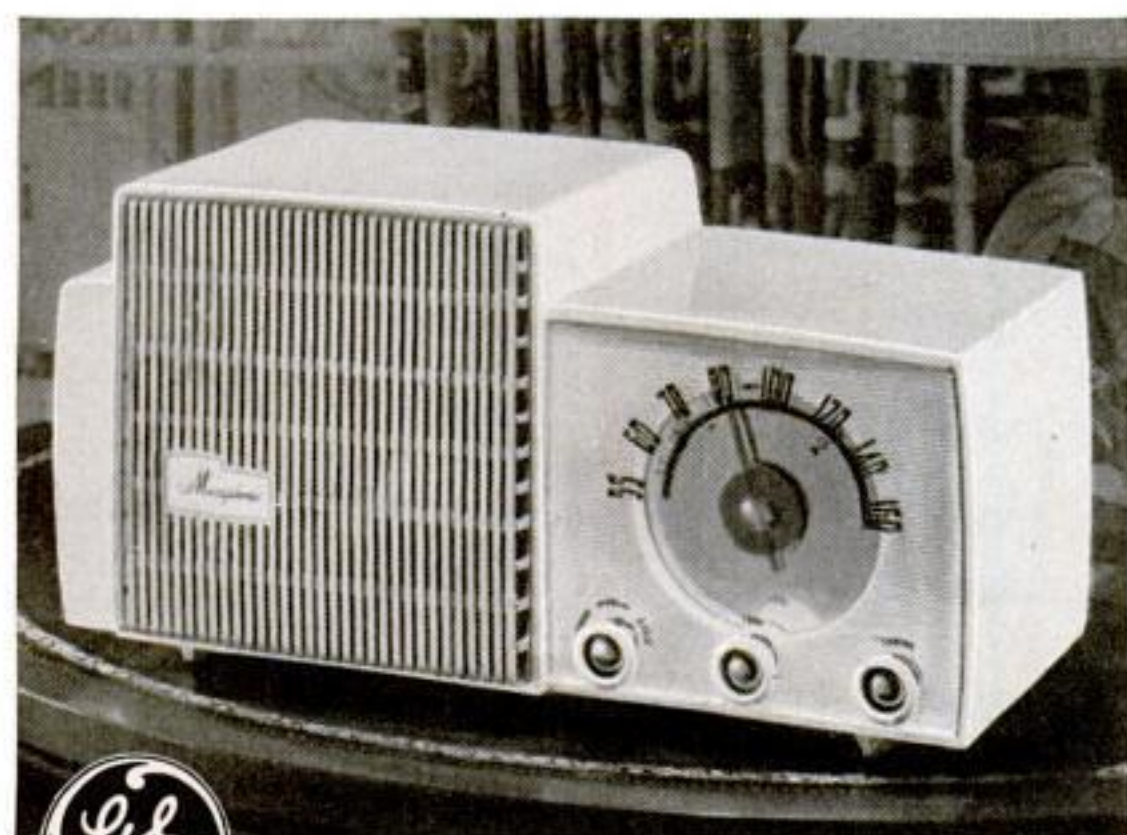


**CLOCK-RADIO** When Mother uses it in the kitchen, in the bedroom, in the living room—she'll know it's *the world's most useful radio!* Nearly 3,000,000 G-E Clock-Radios now in use in America's homes. Model 546 (above) wakes you to music...lulls you to sleep, then shuts itself off. Turns appliances on or off, automatically. Your choice of mahogany, ivory, red and white...at same price. Only \$39.95\*

Other G-E Clock-Radios from \$27.95 Prices subject to change without notice. \*Slightly higher West and South.  
General Electric Co., Radio & TV Dept., Electronics Park, Syracuse, New York



Every G-E Radio gift-okayed and "campus approved" for style, color and performance by Gilbert Youth Survey of high schools and colleges.



### MUSAPHONIC RADIO

Wait till Dad hears *sound no other radio can match!* Here's the gift that gives him the greatest advancement in radio tone since the perfection of the dynamic speaker in 1924. Extra-large 6½" Dynapower Speaker. Phono-jack for record player. Audio-Magic one-knob volume control for radio and records. Dark brown or ivory (Model 432 above). \$39.95\*

Other G-E table radios from \$18.95



### TRIPMATE PORTABLE

That bride or graduate will remember you *always* when you give *the biggest voice in personal portables!* With a speaker 16% bigger than *any* personal portable—33% bigger than most! Battery life ten times longer than in radios of the past. Carrying case at no extra cost. Campus Green (Model 620, above), Pennant Red or Stadium Gray, at same low price. \$29.95\* (less batteries)

General Electric Comedy Theatre presents **RAY MILLAND**  
in "Meet Mr. McNutley" Radio & TV—CBS Networks—weekly

You can put your confidence in—

# GENERAL ELECTRIC

# WIN

## G.E.'s "HOLIDAY IN HOLLYWOOD"

for you and your family  
—a trip for four!\*

PLUS...a G-E color TV console!



99 OTHER PRIZES  
for 99 lucky winners!  
9 G-E Black & White TV!  
90 G-E Clock Radios!

**FIFTH-AVENUE CLOTHES!** Wardrobe for Mother and Dad of winning family.

**YOU'LL BE ON TELEVISION!** Appear on "Art Linkletter's House Party," CBS-TV on a national hook-up! Your whole home town can see you!

**FILMS AND PHOTOS OF YOU** with Hollywood personalities! Movie films for your projector...a photo album of you in Hollywood...on the set, at lunch in the studio commissary.

**DINNER AT THE BROWN DERBY!** You never know what famous stars you might meet there!

**GLAMOROUS DAYS! GLAMOROUS NIGHTS!** Leave home Thursday, return Monday—fly both ways! Relax in a sumptuous suite at the Beverly Wilshire. Night club at Mocambo and Moulin Rouge. Drive to beautiful Palm Springs for a visit. All expenses paid by General Electric!

\*Or take another couple—if you prefer.

## ENTER G.E.'s "HOLIDAY IN HOLLYWOOD" CONTEST TODAY!

Nothing to buy!  
No essays to write!

1. Go to your nearest G-E Radio dealer's—he's listed in the classified section of your phone book.

2. Get official Contest Entry Blank from him. Fill out your name and address. Give it to your G-E dealer.

3. Or, write for your Entry Blank to: "Holiday," General Electric Co., Building 5, Electronics Park, Syracuse, N. Y.

Any resident of continental United States and Hawaii may enter, except employees of the General Electric Company, its subsidiaries, their advertising agencies and their families. Participation and awards subject to all Federal and State regulations.

That's all you do! No essays to write, no sentence to finish. So easy—it's unbelievable! Contest opens April 26th, closes June 15th, 1954.

Don't Delay! See your G-E Radio Dealer now!



# Height of Fashion

THAT  
LOW-LEVEL  
LOOK



Ultra-new in view! Oldsmobile's sweep-around panoramic windshield gives you the vision of the future . . . now!

So low you can look over it. So lovely you can't overlook it. Oldsmobile's new Ninety-Eight "Dream Car" sets the styling high of the year with a dramatic, ground-hugging silhouette. Smartly slanted panoramic windshield. Sweep-cut openings for a dashing "sports car" flair. And what a dream to drive! You'll find this ultra-new Classic has a solid, road-holding feel . . . a deft grace in movement . . . a flashing response from its new 185-horsepower "Rocket" Engine that sets a new performance standard. Make your date to drive the "Dream Car" Ninety-Eight . . . at your Oldsmobile dealer's now.



Ninety-Eight Deluxe Holiday Coupé.

WORLD'S  
RECORD  
"ROCKET"

**OLDSMOBILE** A GENERAL MOTORS VALUE



# Samsonite, World's Strongest Card Table...at \$13.95



**SO STRONG...IT  
HOLDS HUNDREDS OF  
POUNDS OF SHEETS**

Samsonite's more than strong enough to hold your sewing machine, your typewriter, or all the fixings for a buffet supper. And it's beautiful!



BRIDAL GOWN, MURRAY HAMBURGER

## The Gift every new home needs!

Right from the start—a Samsonite card table is the gift every bride and groom will need! It's a game table...a party table...a dining table...a work table. It's made to take constant use, and stay beautiful. It's a lot more gift than \$13.95 usually buys! Matching chairs with spring-cushion, upholstered seats, upholstered, contour-curved backs for comfort—\$8.95 each.

And look at all these exclusive Samsonite features: Tubular steel frame and legs electrically welded—for *extra strength* • Satin-smooth baked enamel finish—*protects nylons* • Legs open easily and stay open because of exclusive Samsonite locking device • Rubber-tipped legs on chairs *won't mark floors* • 6 smart color combinations—plus new Black Modern!

**MATCHING  
FOLDING  
CHAIRS  
\$8.95  
EACH**

**STRONGEST  
... LAST  
LONGEST**



**Samsonite**  
CARD TABLES AND CHAIRS  
BY THE MAKERS OF SAMSONITE LUGGAGE

### ...EXTRA! GLAMOUR-GIFT WRAP AT NO EXTRA CHARGE!

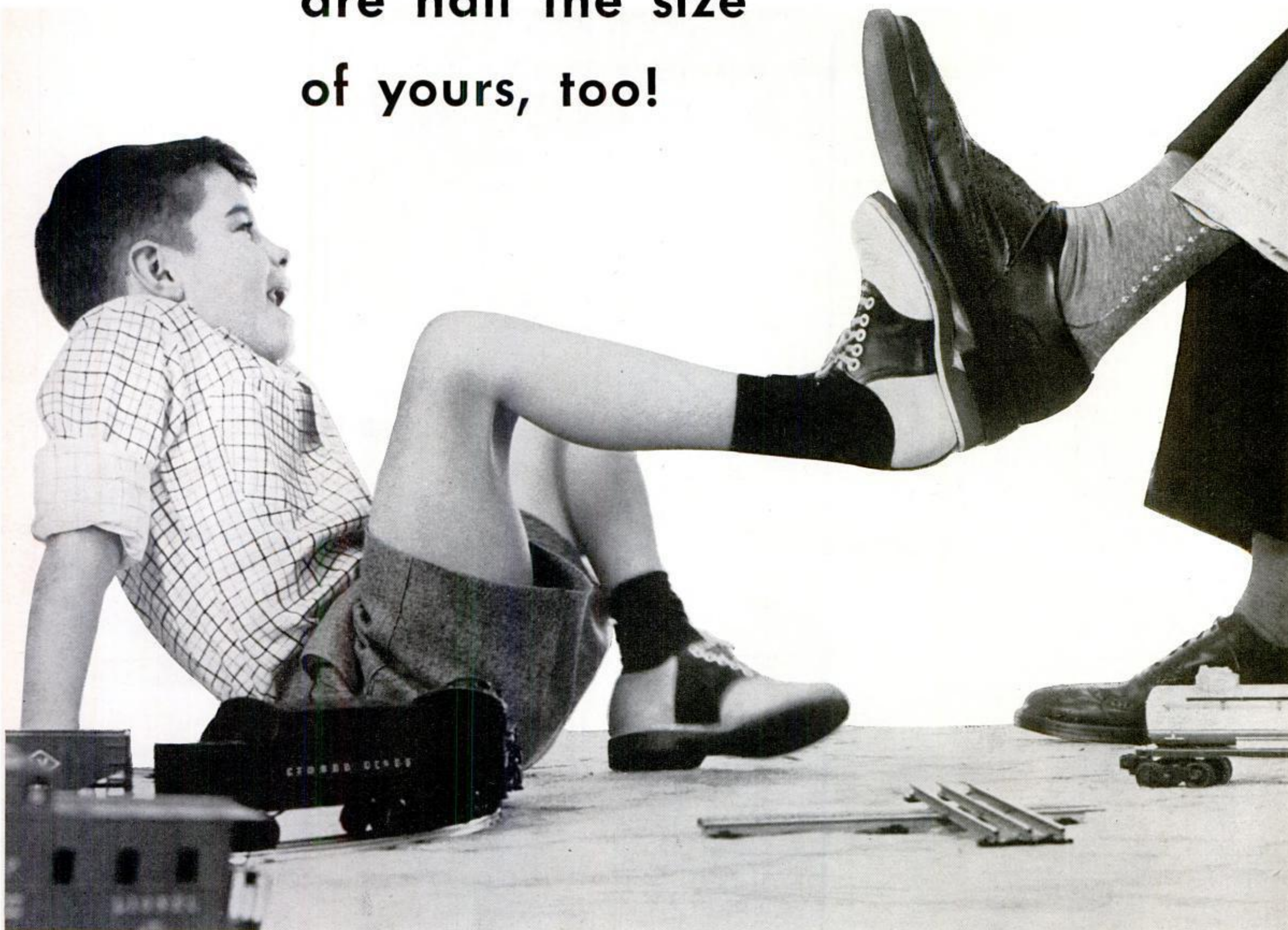
On every gift occasion, Samsonite is the perfect answer. Mother's Day is May 9th this year—give her a Gift wrapped Samsonite card table. It's ideal for anniversaries, and birthdays too! Don't forget to ask for the gold and green Samsonite Gift Wrap.



Shwayder Brothers, Inc., Folding Furniture Division, Detroit 29, Michigan. Luggage Division, Denver 9, Colorado



His insurance premiums  
are half the size  
of yours, too!



Perfect reason to start a **MONY** policy for your son now.

Did you know you can buy a \$5,000 MONY Life Insurance Policy for your 7-year-old *now* for only \$5.90 a month? But that same policy will cost him *twice as much* if he buys it when he's 35.

A MONY Juvenile Policy is just too good a bargain to pass up. Think of the money *you'd* be saving in premiums right now, if your life insurance had been started for you when you were a child. Probably hundreds of dollars!

Start a MONY Policy for your son *now*—the younger he is, the bigger the bargain it will be. And the *sooner* you start, the greater the cash value will be when he needs a nest egg—when he's ready for college, for instance, or planning to start his own business.

There's no better company than Mutual Of New York for life insurance, accident and sickness insurance, and retirement plans...for individuals and employee groups. MONY's specially trained representatives throughout the U. S. and in Canada stand ready to help you. Mail the coupon today for further information.

**MUTUAL OF NEW YORK**  
THE MUTUAL LIFE INSURANCE COMPANY OF NEW YORK  
"FIRST IN AMERICA"

**MONY today means money tomorrow!**

Mutual Of New York, Dept. L-44  
Broadway at 55th Street, New York 19, N. Y.

I would like free information about a MONY policy to cover my needs as follows: (please check.)

- |  |   |
|--|---|
| <input type="checkbox"/> Insurance on my Children  | <input type="checkbox"/> Hospital, Medical Benefits |
| <input type="checkbox"/> Income for my Family      | <input type="checkbox"/> Tax-Free Disability Income |
| <input type="checkbox"/> Education for my Children | <input type="checkbox"/> Pay Off my Mortgage        |
| <input type="checkbox"/> Income for my Retirement  |   |

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ County \_\_\_\_\_ State \_\_\_\_\_

Occupation \_\_\_\_\_ Date of Birth \_\_\_\_\_





**EKCO PRESENTS...**

Triple-Layer! Vanadium Stainless Steel!

# FLINT-WARE

with the amazing, invisible

*Radiant Heat Core*



**SAUCE PANS**  
1 qt. \$4.95  
1½ qts. \$5.95  
2 qts. \$6.50  
3 qts. \$7.50  
4 qts. \$8.50

All sizes with covers.



**SKILLETS**  
10" with cover, \$10.50  
8" with cover, \$7.50  
7" without cover, \$4.50



**DOUBLE BOILER**  
2 qts. \$9.95  
With cover.



**DUTCH OVEN**  
4½ qts. \$10.50  
6½ qts. \$12.50  
Both with cover and trivet.

the only cookware ever  
*Guaranteed for 15 years*

FLINT-WARE, designed by Raymond Loewy, is the *only* cookware ever guaranteed for 15 years! Its quality has been tested by five years of actual use! Beautifully gift-boxed!

## The Finest Cookware Ever Made! Ends Cleaning Problems!

You can see how beautiful Ekco's new Flint-Ware is, but you can't see the amazing Radiant Heat Core that makes Flint-Ware so different from any other kind of pots and pans.

That's why we've drawn a red line around the Flint-Ware saucepan pictured above—to show you how Flint-Ware's invisible Radiant Heat Core spreads quick, even heat around your entire Flint-Ware utensil. It's a big improvement over pans that just spread heat across the bottom. You get faster, better cooking than ever before—with less fuel. Perfect waterless cooking, too.

And there never was a cookware so easy to keep gleaming. We've sandwiched this important Radiant Heat Core between two layers of easy-to-clean vanadium stainless steel.

Flint-Ware pots and pans clean without scouring—even heat marks *wipe* off. And Flint-Ware won't tarnish. It stays bright as new with no polishing.

See Ekco's magnificent new Flint-Ware with its dozens of other exclusive features—including convenient self-storing lids—wherever fine housewares are sold!



**CHICKEN FRYER**  
10¾", \$12.50  
With casserole cover.



**PERCOLATOR**  
8 cups, \$10.95



**SAUCE POT**  
8 qts. \$13.95  
With cover.



*...the greatest name in housewares*

Ekco Products Company, Chicago, Ill.

Also sold in Canada by Ekco Products Company (Canada) Ltd., Toronto ©1954



This is the true story  
of a remarkable  
new toilet tissue.

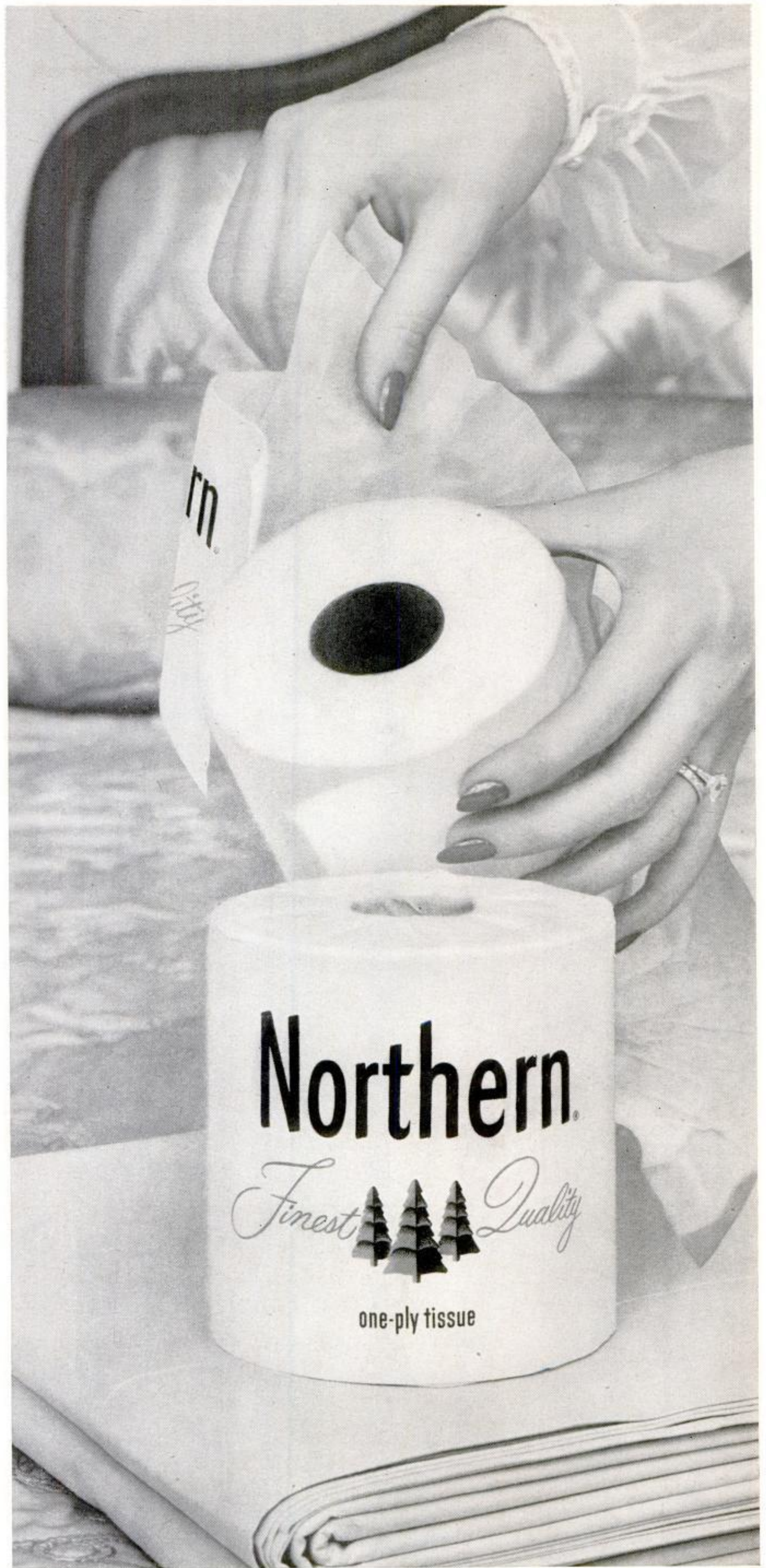
It's new Northern...  
and this is what's  
remarkable about it:

1

Nobody has ever offered  
you a single sheet  
tissue this soft before!

2

Nobody has ever  
offered you this much  
softness for the money!



COPYRIGHT 1954, MARATHON CORP., NORTHERN PAPER MILLS DIVISION

We hope you'll try it first chance you get- We know you'll be glad you did!





WITH QUICK SWITCHES OF JEWELRY, BELTS, SASHES AND DICKIES, PEGGY SHOWS HOW TO MAKE ONE DRESS LOOK LIKE THREE!

## A DRESS GROWS ON PEGGY

**Peggy Ann Garner ("A Tree Grows in Brooklyn")  
demonstrates versatility of 10.95 Sacony Waistbender**

Peggy Ann Garner is a young woman of many moods. This may well be because she is an actress, and actresses are encouraged to have moods. Nevertheless Peggy is apt to see herself as a carefree ingenue one day, a single-minded career woman the next, a relaxed homebody the third. And she expects her clothes to aid and abet these changes of personality.

"That's the wonderful thing about a Sacony Waistbender," says Peggy. "There are so many ways to wear it. And the more I wear it the more it *grows* on me."

Sacony, producer of this dress, gave it the name of

Waistbender because of a built-in elasticized cinch that fits all waistlines without alteration. The dress itself is made in a remarkable acetate jersey called *Ciella*. It's cool but never clammy. It washes and dries rapidly. (No ironing necessary—if it's allowed to dry on a hanger.) It can't sag, shrink or hold on to wrinkles. And it comes in meltingly beautiful colors.

One of the most surprising things about the Sacony Waistbender is that it sells for only \$10.95. For names of stores nearest you, write Sacony, Dept. C, College Point, Long Island, N. Y.

ADVERTISEMENT: copyrighted by Sacony

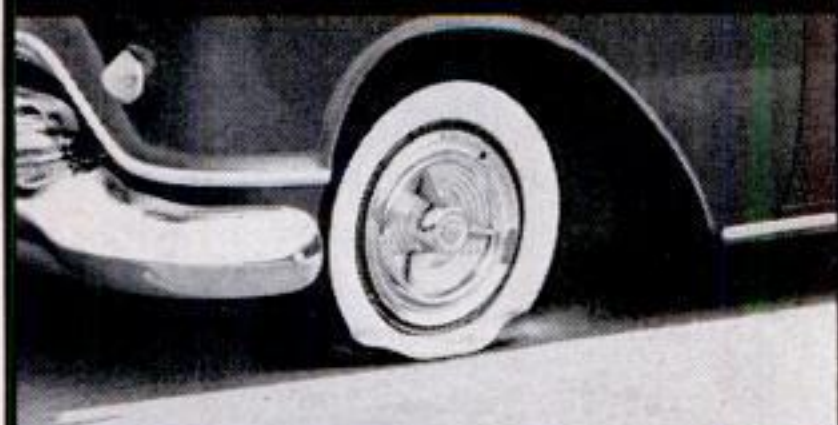


# A carload of good reasons why your family deserves the protection of **Safety** Power Steering!

You want it for ease—you need it for safety



YOU'RE CRUISING ALONG WHEN—**BANG!**



A **BLOWOUT!** BUT YOU HARDLY FEEL IT



—THANKS TO **SAFETY** POWER STEERING!

When your loved ones are riding with you, mister, you hold far more than the wheel in your hands. A sudden blowout—a soft shoulder—can spell disaster unless *Safety Power Steering* is there to help you hold your car safely on the road. One “save” like that is worth many times the new low price of *Safety Power Steering*—and it’s such an everyday strain-saver, too! Be sure to try it before you buy your new Chevrolet, Pontiac, Oldsmobile, Buick or Cadillac.\* You’ll say it’s the best investment you ever made—every day you drive and at trade-in time! *Saginaw Steering Gear Division*, General Motors Corporation, Saginaw, Michigan.



**Safety** POWER STEERING  
BY **Saginaw**

\*Standard Equipment on 1954  
Cadillacs and Buick Roadmasters



Suddenly...miraculously...  
a zipper that won't stick,  
won't catch, won't go wrong

# CONMATIC<sup>†</sup> by Conmar

**Conmatic actually prevents zipper trouble before it starts!**

**E**VER HEAR of a zipper that *thinks*?

Well, that's just about what you get with a Conmatic. A zipper that can *sense* trouble coming, before it happens, and then *automatically* prevents it from happening.

The Conmatic *looks* like any ordinary zipper. No bigger. The Conmatic *works* like any conventional zipper. No tricky gadgets to manipulate.

But inside the Conmatic slider, hidden from view, are tiny "thinking" guards. These little guards are constantly alert for the possibility of "catching" or

"sticking" up ahead. They *sense* zipper trouble before it gets a chance to happen. And prevent it.

The whole process is automatic. The only way you'll even know it's going on is that suddenly, miraculously, you'll find yourself enjoying a zipper that *doesn't stick, doesn't catch* and *doesn't go wrong*. A zipper that won't waste your time—or your temper.

Though Conmatic is still very new, you'll find it in more and more good things every day. So keep on asking for the zipper that *thinks*—Conmatic.

Conmar Products Corporation, Newark, N. J.

<sup>†</sup>Patent Applied For



# Why Swelter?

Beat the heat this summer with G-E "Comfort-Conditioned Air"!



**No more hot, muggy days!** Don't face another summer of hot, sticky misery! G-E Room Air Conditioner eliminates all this discomfort, lets you relax and enjoy life.



**Relax in dry, cool air!** A General Electric Room Air Conditioner eliminates the discomfort of hot, muggy weather. It provides a whole roomful of cool, crisp, filtered air—"Comfort-Conditioned Air."

**Insist on "Comfort-Conditioned Air" . . . only G.E. offers you all this!**



**Dry, cool comfort!** A G-E Room Air Conditioner not only cools the air, it removes excess moisture. You never feel clammy. You enjoy that crisp, invigorating feel of autumn—all summer long, 24 hours a day.



**Clean, healthful comfort!** You enjoy a cleaner, healthier home. Truly efficient filters reduce air-borne dust, dirt and pollen and help provide real relief for many allergy sufferers. Everything stays cleaner.



**No-draft comfort!** Not one, not two, but *three* special air directors send "Comfort-Conditioned Air" to every corner of the room. You set them exactly as you wish, to prevent drafts and over-chilling.



**Automatic comfort!** G-E Room Air Conditioners have automatic temperature control. Just choose your own setting. A sensitive thermostat turns unit "On" and "Off" as room temperature tends to vary.



**Dependable comfort!** For years G.E. has been the symbol of dependability to appliance users everywhere. G-E Conditioners have a sealed refrigeration system backed by a 5-year warranty.

Keep cool and dry  
for as little as—

**\$229<sup>95</sup>**



**ROOM AIR  
CONDITIONERS**

**Learn how little it costs to keep dry and cool!**

**Why not plan** to enjoy G-E "Comfort-Conditioned Air" from now on? There's a complete line of beautifully styled G-E Room Air Conditioners to cool any size room, at home or at the office.

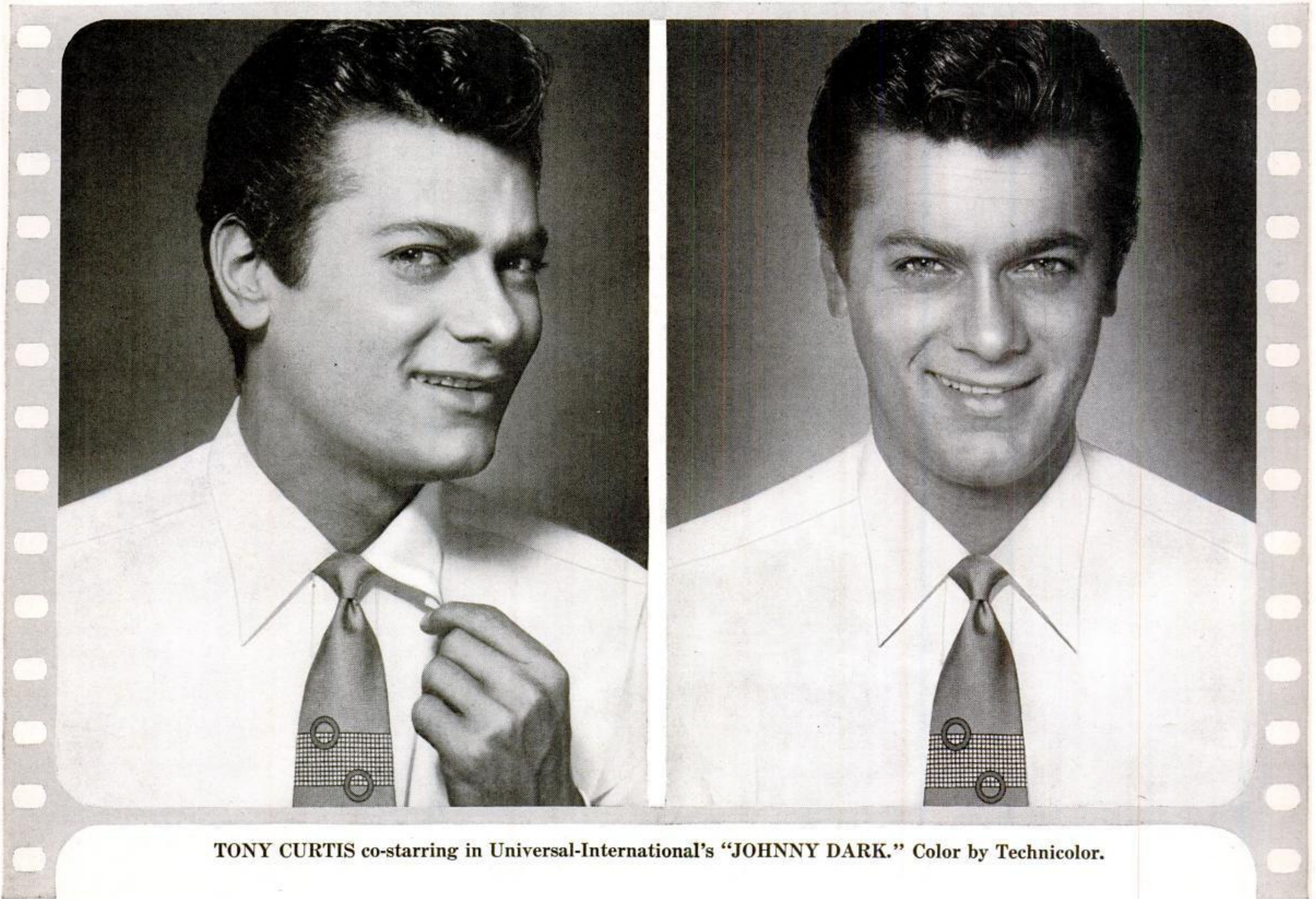
No expensive plumbing or remodeling necessary for installation. No water pans to empty, no radio or TV interference. Better see your G-E dealer soon. General Electric Company, Appliance Park, Louisville, Ky.

*So quiet! So very dependable!*

**GENERAL  ELECTRIC**



# Wear it...wash it... for 14 days at our risk!



TONY CURTIS co-starring in Universal-International's "JOHNNY DARK." Color by Technicolor.

**Prove it to yourself...the exclusive soft collar on Van Heusen Century shirts  
won't wrinkle...ever, or your money back!**

Now! Your money back if the amazing Van Heusen Century isn't the most satisfactory shirt you ever wore!

Try it for 14 days. See how its handkerchief-soft, one-piece collar lies flat and wrinkle-free all day long. No starch, no stays! And how easy it is to launder!

The fold-line is *woven* in... simply iron it flat, flip it, and it folds perfectly.

How does this shirt wear? American Institute of Laundering Tests prove that Van Heusen Century Shirts give up to 80 wearings and washings. (That's up to *twice* as much wear as you usu-

ally get!) Buy one. Your store will refund your money if you don't agree that the Van Heusen Century is all we say it is!

Yours, with regular or French cuffs, in white... **\$3.95**... or in Superfine White and colors... **\$4.95**. Tie shown: Van Heusen Shirt-Mate, **\$1.50**.

## Van Heusen Century shirts won't wrinkle...ever!

Phillips-Jones Corp., New York 1, N. Y., Makers of Van Heusen Shirts • Sport Shirts • Ties • Pajamas • Handkerchiefs • Underwear • Swimwear... and the famous Van Heusen-Century Shirt with the soft collar that won't wrinkle ever.





Unretouched color photo of Dodge Royal V-8 Sport Coupe interior. Through window, Royal V-8 4-Door Sedan.

*From any point of view  
a LOT MORE for the money!*



**First, there are the things you can see**—Tasteful Color Harmonized interiors crowned by the elegance of exquisite Jacquard upholstery fabrics . . . long wearing and so easy to clean. And on the outside—flashing style and sweeping length that hold a promise of nimble performance!



**Then, too, there are the unseen values**—Things that make Dodge so sweet to handle, so smooth riding and dependable. Oriflow shock absorbers that adjust automatically to every ride condition. Luxurious cushions of soft, deep foam rubber. A more rugged, more rigid frame and chassis.



**Savings...every satisfying mile**—You enjoy gas-saving economy and dependability of operation unmatched by *any* car! Dodge proved its excellent mileage in the Mobilgas Economy Run . . . and shattered 196 official AAA records for performance, stamina and endurance in grueling tests.

Look and Listen! Bert Parks in "Break The Bank," on ABC-TV • Danny Thomas in "Make Room for Daddy," on ABC-TV • New Roy Rogers Radio Show on NBC

**Power Plant**—Stepped-up 150-h.p. from the famous Red Ram V-8—America's most efficient engine. Gives top performance and economy.

**PowerFlite**—Newest, smoothest, most powerful automatic transmission of all! Fully-automatic—no clutch, no jerk, no hesitation.

**Power Steering**—*Full-Time* for full time driving ease! Latest, greatest development in power steering! Cuts steering effort by 80 per cent.

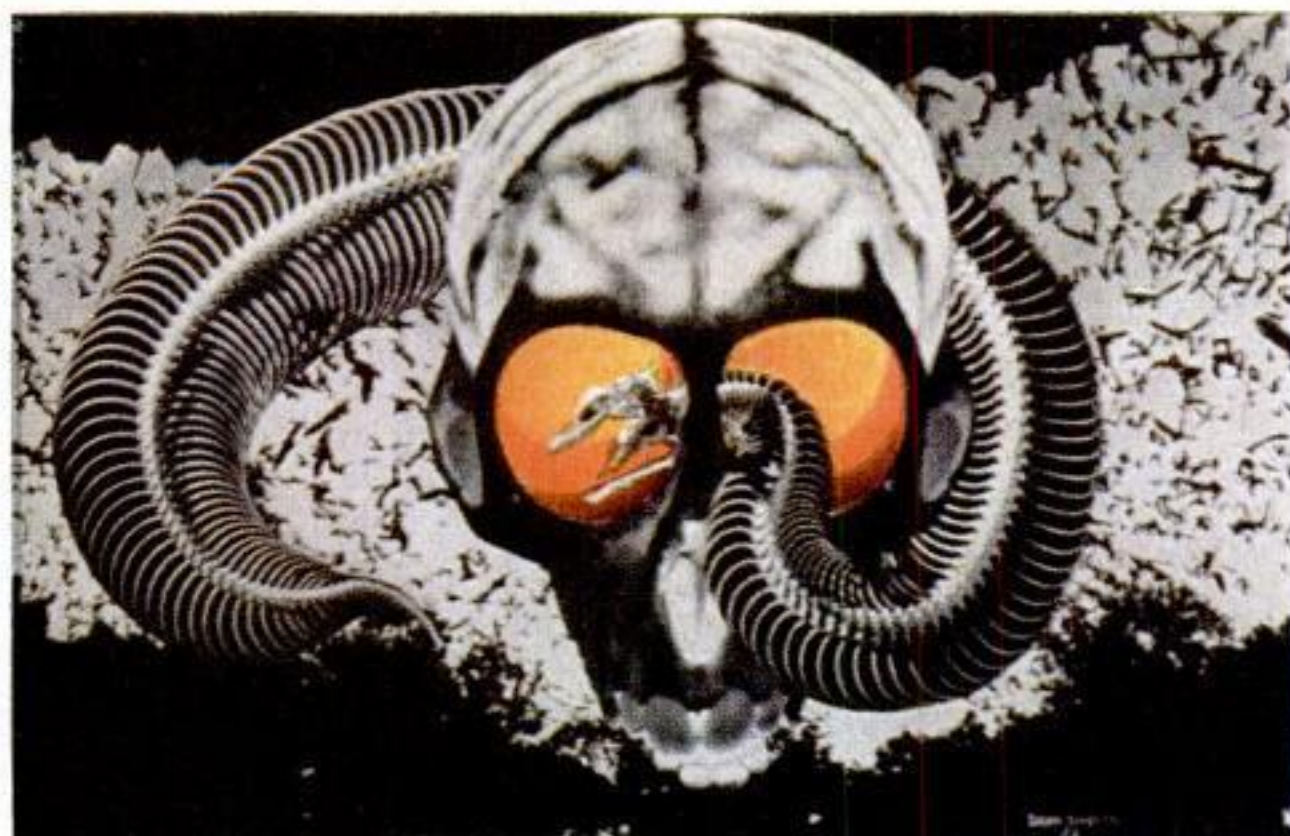
Specifications, prices and equipment subject to change without notice. PowerFlite and Full-Time Power Steering optional at slight extra charge.

*Elegance in Action*

*dependable*  
**'54 DODGE**



MACABRE PATTERN is made up of skull cut out of one magazine and three pictures from LIFE: snake skeleton, flying bats, orange suns (in eye sockets of the skull).



# SPEAKING OF PICTURES

Cutout scraps from LIFE  
make artful compositions

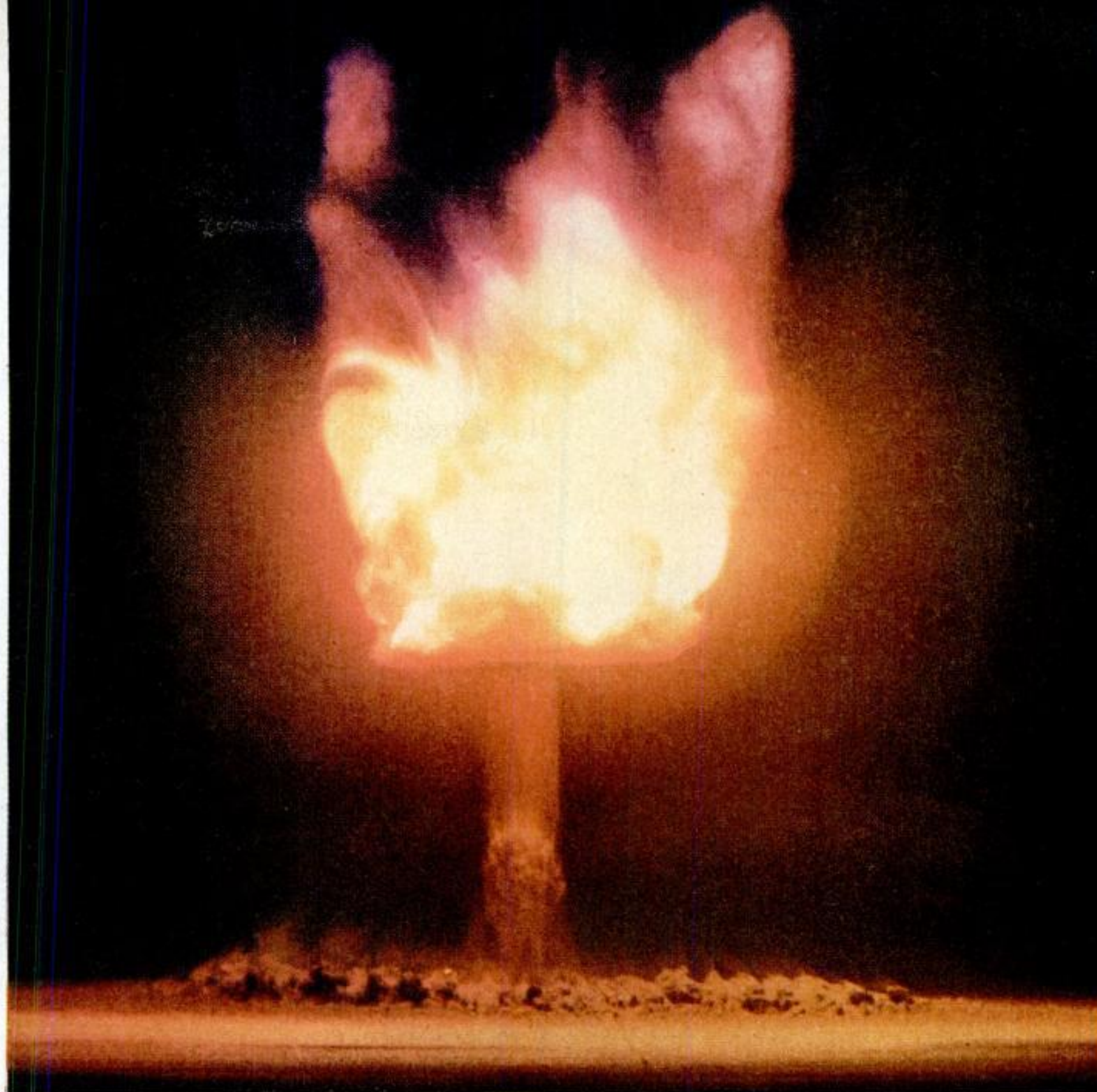


DONN SHEETZ



Donn Sheets, an interior decorator of New Milford, Conn., likes to look at the pictures in LIFE, but he also enjoys cutting them out. Attracted by the odd shapes and figures he finds in them, he snips out bits and pieces to save up for his hobby: pasting together old magazine scraps to form surrealistic pictures, which artists call collages.

The seascape below is an artful arrangement of four LIFE pictures (*right*) and two others (Napoleon's clothes and the twin figures). Although its symbols suggest to Sheets the transiency of life, he created it chiefly as an abstract pattern. Sheets, who does not class his paste-ups as art, thinks that creating pictures like these might make a wonderful party game.

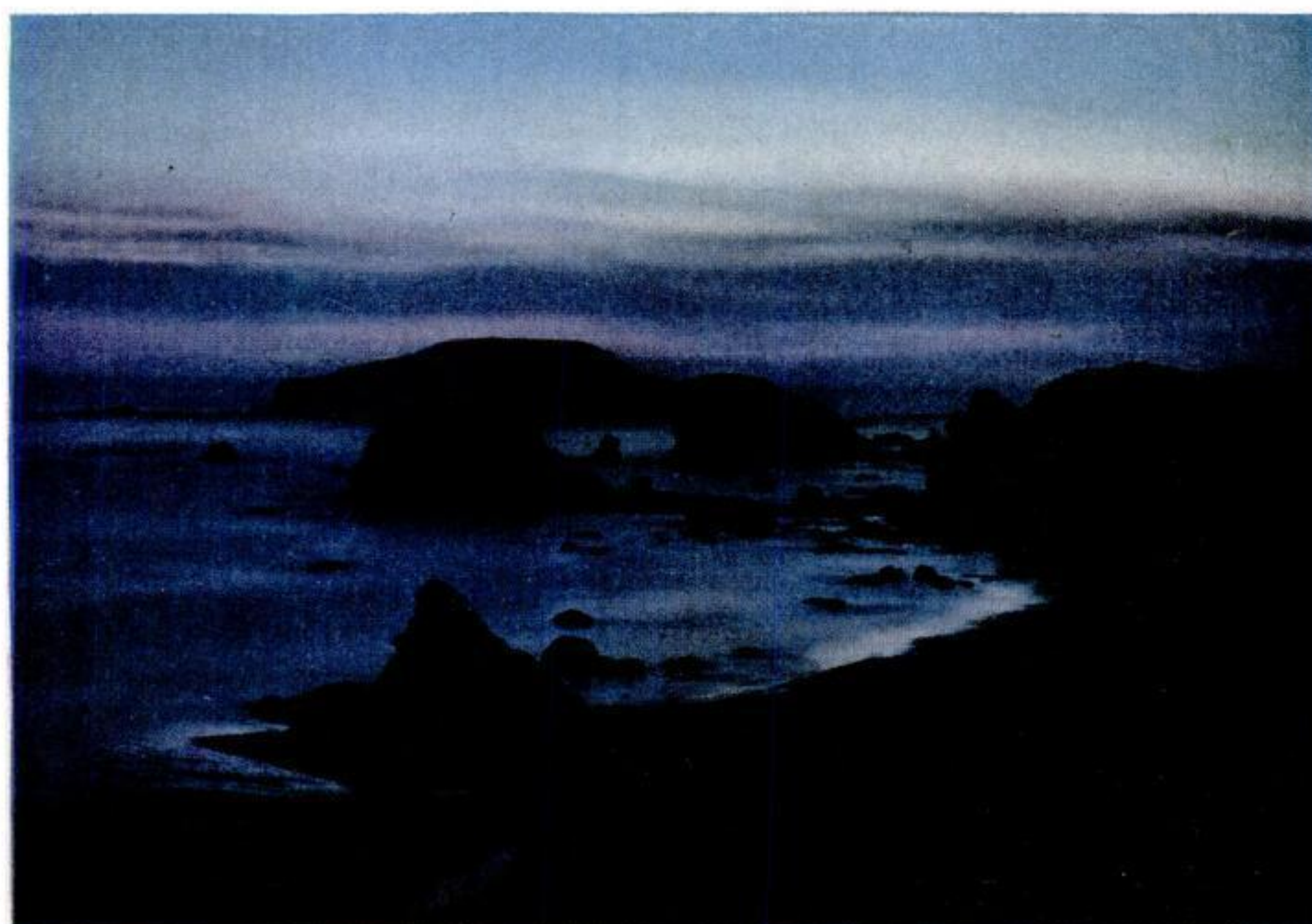


**ATOMIC FIREBALL** (LIFE, July 16, 1951), like the other pictures below, appears in the paste-up

scene at left. The vivid ball of fire, cut out of black sky above, is the background for Napoleon's clothes.



**FACES** of judge (March 26, 1951), Napoleon death mask (Dec. 22, 1952) become rock outcroppings.

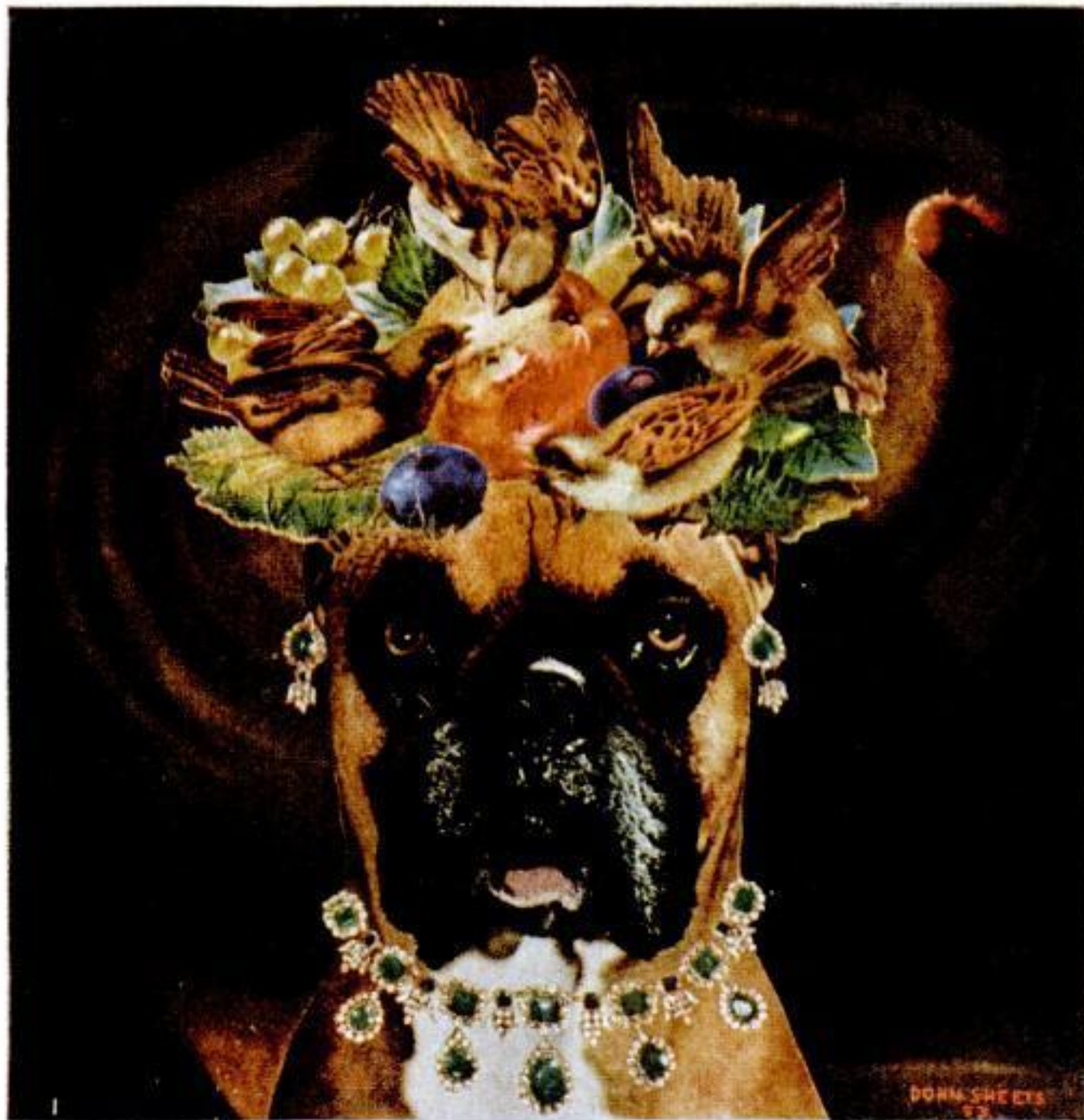


**OCEAN SCENE**, from story on the Oregon coast, (LIFE, Aug. 10, 1953) forms background for entire

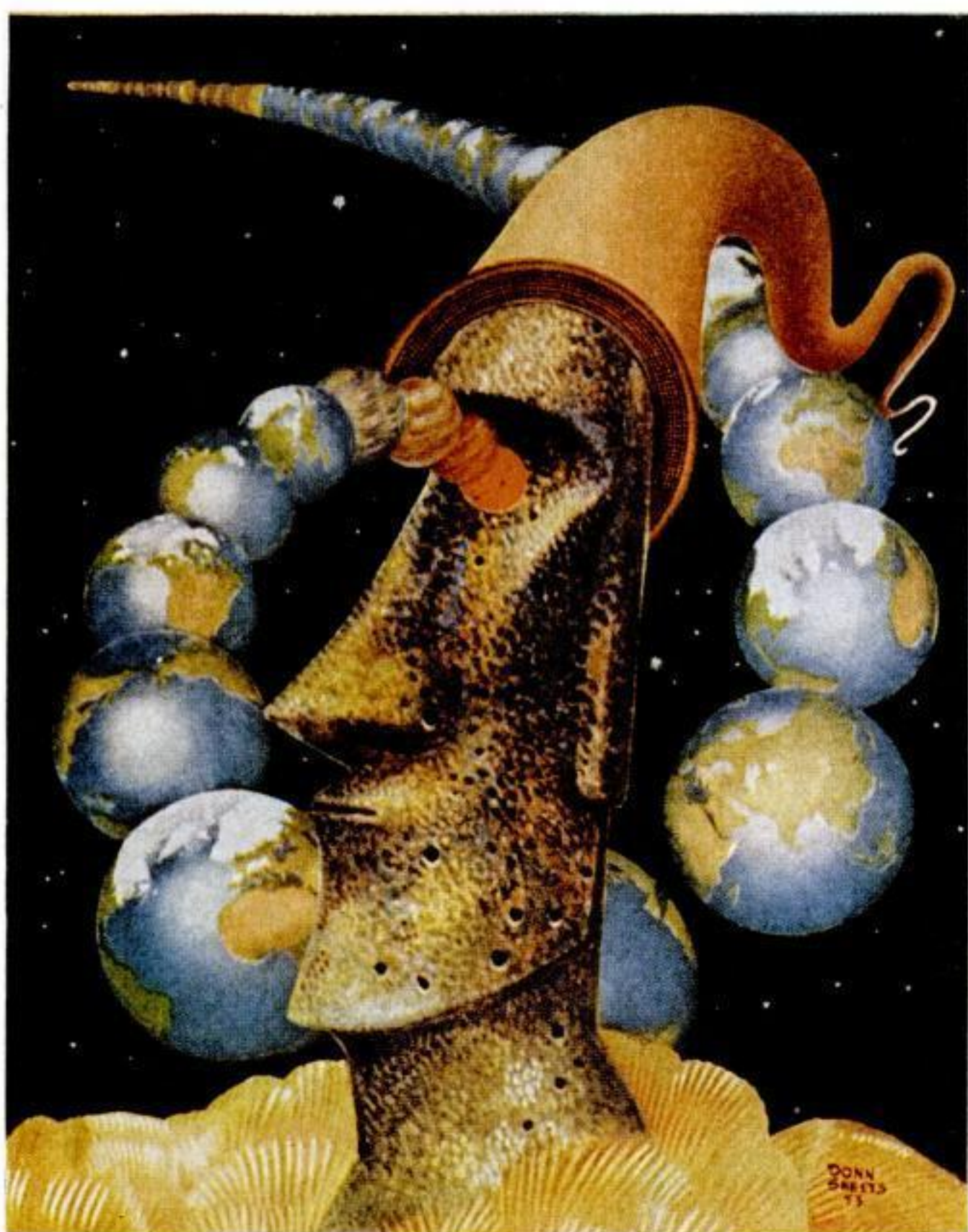
composition at the left. Sheets pasted other cutouts on it and then added a few additional color touches.

CONTINUED ON NEXT PAGE





**BIRD-TOPPED BOXER** sits against background of LIFE drawing (Dec. 8, 1952) of birth of moon (top, right). Boxer appeared in story on dogs (LIFE, Jan. 31, 1949), and jewels illustrated article on great gifts (LIFE, Dec. 29, 1952). The birds, suggesting a feathered hat, came from an old calendar.



**COSMIC HEAD**, a drawing of sculpture on Easter Island, appeared on cover of *The Lamp*, magazine published by Standard Oil Co. (N.J.). Cornucopialike hat is cut from color blob in hosiery ad. Spheres, showing earth in evolution, illustrated LIFE's first "The World We Live In" essay (Dec. 8, 1952).

**MODERN TOTEM POLE** came entirely from pictures and advertisements in LIFE, except for color scraps and two figures (top) from *Interiors* magazine. Faces include Ed Wynn, Eleanor Roosevelt and John L. Lewis. The most complex of Sheets's compositions, it is 6 feet high and took 80 hours to complete.





# **Parker has perfected it...**

## **a new-type ball point pen!**

THE NEW PARKER

# Jotter

**\$2<sup>95</sup>**

You'll want one the instant you see it ... for the Jotter is a completely new ... completely dif-

ferent kind of ball point pen. It offers you a *choice* of point sizes. It writes 5 times longer than ordinary ball points. Its slim barrel is *nylon* and can never wear out. Product of 9 years of research ... the Parker Jotter overcomes every major cause of ball point flimsiness, failure, and dissatisfaction.

**Note:** If your pen counter doesn't now have the Jotter—it will be there soon! So order your new Jotter today.

Choice of 3 point sizes!

Writes 5 times longer!

Jewelry finished metal parts!

Copy. 1954 by The Parker Pen Company



## **New!**

**3 point sizes to match your style of writing**

You choose your own point preference in the Jotter, an *exclusive* Parker feature. Choice of *fine* point (writes a sharp, delicate line that looks just like fountain pen writing!), *medium*, and *broad*. Each point is velvety smooth for effortless writing.

## **New!**

**Writes 5 times longer ... the equivalent of 5 ordinary ball point refills!**



The Jotter writes 393,000 words without refilling. Think how that will save you buying refill after refill. Parker's new ink flow system in the Jotter meters out *every last drop* of ink without skipping or waxy, hesitant starts.

**New!** Jotter point is always **inked** and ready to write. Click the retractor button and the Jotter's point snaps forward and turns to a *new*, freshly inked position ... for fast, clean start.

**New!** Jotter is a **jewelry-finished pen**. Its stainless steel cap will never spot, tarnish, or chip. Its slim nylon barrel, smartly pin-striped for firm grip, is the toughest in any pen.

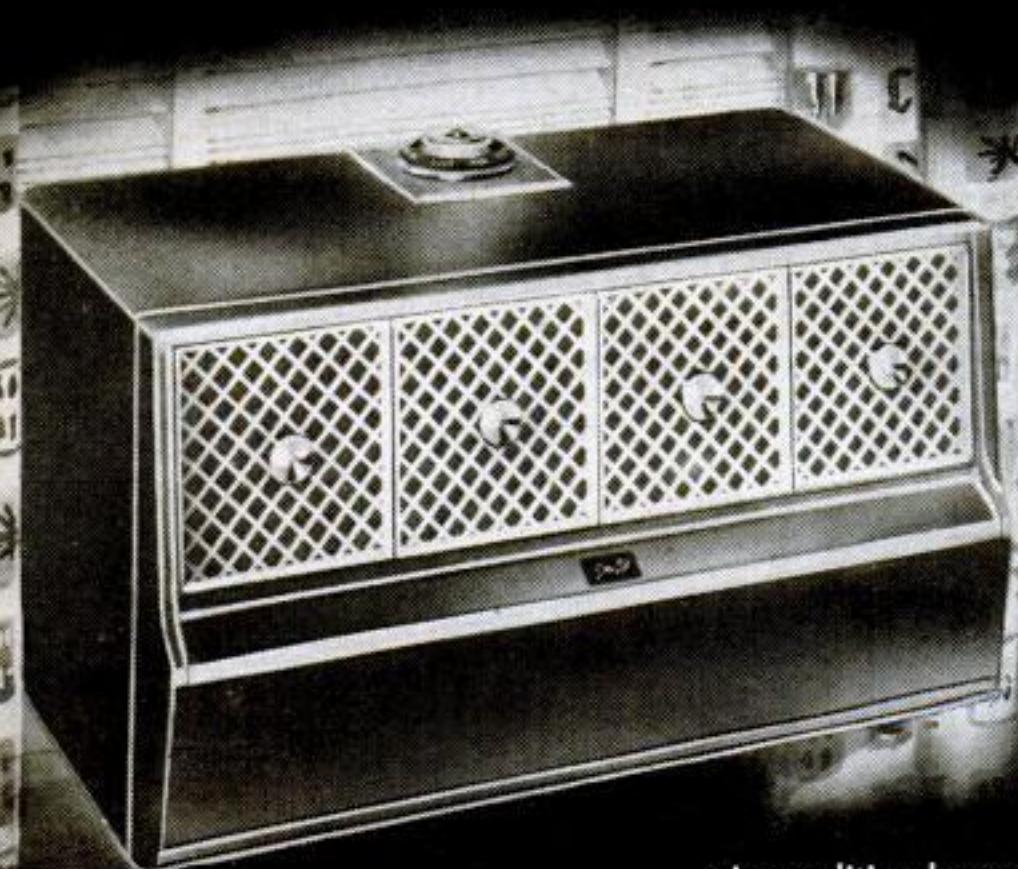
**New!** Jotter comes in **4 beautiful nylon colors**: Red, green, grey and charcoal. Refills of new and superior Jotter ink available in 4 colors at 69¢. Inks are permanent yet washable, *approved*, non-smearing.



# Servel

**the one quiet  
room air conditioner**

**... amazingly low in price ...  
most beautiful ever built!**



available  
in models  
that heat  
or cool!

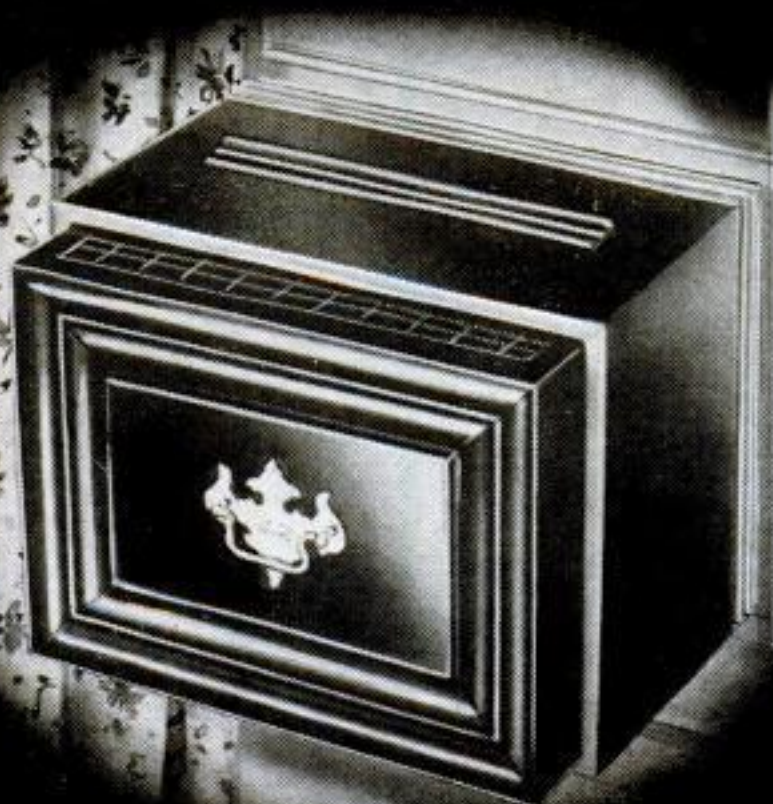


SINGLE DIAL CONTROL

Powerful  $\frac{3}{4}$  h.p. and 1 h.p. models air condition large areas draft-free! Quickly and easily installed in regular windows, one single dial lets you control the "weather" in your home... the year 'round. Sound-proof cushion and the special night temperature "turn down" mean quiet, comfortable sleeping all night!

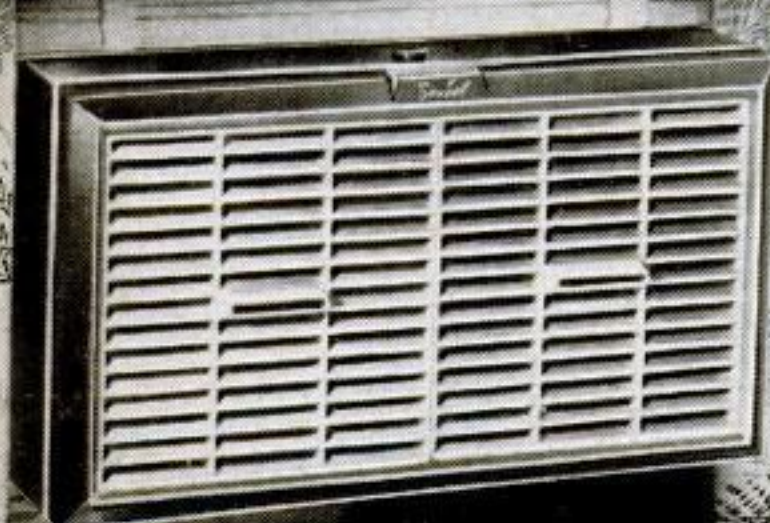
**designed to fit casement windows too!**

New  $\frac{1}{4}$  h.p. and  $\frac{1}{2}$  h.p. models fit casement windows perfectly. No window remodeling! No installation extras! No dials. Automatic drawer-pull control eliminates dials. Out—it's on. In—it's off. Blond cabinet with mahogany drawer trimmed by handsome brass pull.



VENTILATES COOLS AND FULL COOLING  
VENTILATES

**budget priced  $\frac{3}{4}$  h.p. unit \$299.50!\***



Cools, dehumidifies, filters and circulates air! Special 3-way grill insures draft-free circulation. Compact all-metal cabinet in smart blond finish fits flush with window!

\*Suggested retail price

EXTENDS ONLY  
5 INCHES  
INTO ROOM.



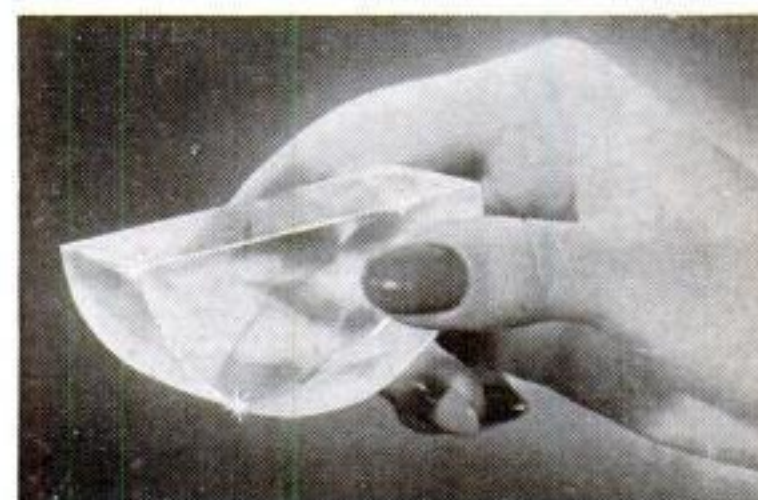
All Servel room air conditioners warranted a full 5 years on hermetically sealed cooling unit. Superbly built for trouble-free operation. Delivers full power economically...easily...silently! Make your choice at your Servel dealer today.

Advertisement

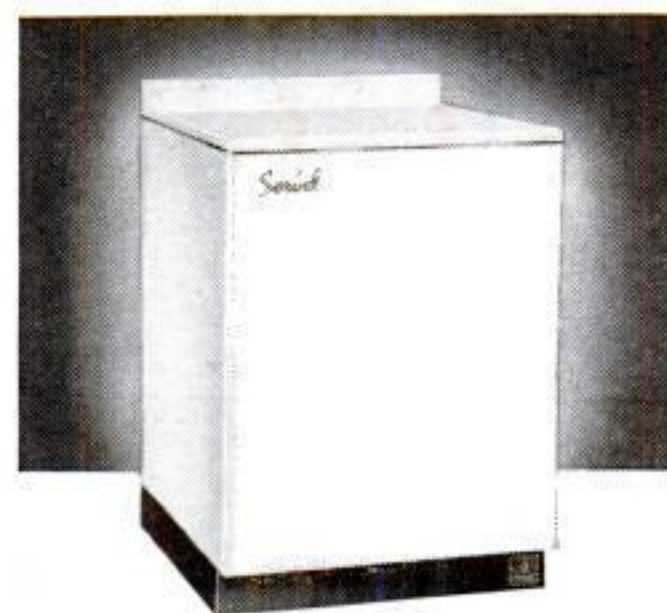
## NEW PRODUCT NEWS

*Now Modern Engineering Creates More Leisure Time for  
You and Makes that Time More Enjoyable than Ever Before!*

**ICECIRCLE.** Next thing to a miracle is this new kind of ice "cube." Because of its distinctive shape, Servel calls it the IceCircle. More than just being different, it means the end of messy, dripping pry-'em-out ice cube trays! The new Servel refrigerators now make IceCircles automatically and keep a big basketful of them on hand for ready use. If you've ever unloaded a whole tray just to get one ice cube, you'll recognize the convenience of being able to pick IceCircles out of the basket one at a time. And it makes no difference whether you buy the gas or electric Servel refrigerator. Both have this exclusive feature.



**SERVEL FREEZER.** Rainy day shopping is a thing of the past with the new Servel freezer. You load it with foods and meats in season at bargain prices, then "shop" right in your own kitchen! A new Servel saves you more than work and grocery money...for with Cold-Seal Construction (a Servel exclusive) Servel has licked the problem of cold-air seepage and reduced running costs to a new low! Servel freezers range from 9 to 22 cubic feet, both upright and chest type. Start enjoying this wonderful freezer in your home right away!



**ELECTRIC AUTOMATIC WATER HEATER.** Here's an automatic water heater in counter style with an amazing 50 gallon capacity. Servel's new electric model is the answer to many of today's space problems. It practically assures all the hot water you need—and at the high temperatures necessary for white, bright washes, in your home laundry. Other Servel automatic water heaters come in either gas or electric models and in sizes to suit any family.

**WONDERBAR.** Now you can have refrigeration where you want it...when you want it! Yes! Wonderbar unchains refrigeration from the kitchen! Makes ice cubes and chills drinks and snacks. Rolls from room to room or outdoors on the Wondercart. You can get it in mahogany, blond, or white, or paint it to match any room decor. Because there's no motor, Wonderbar is completely silent. AC or DC, with 5-year warranty. Wondercart optional.



For complete information about any of the Servel products on these 2 pages, find your nearest Servel dealer in the yellow section of your telephone directory or write to Servel Inc., (Dept. L-426) Evansville 20, Indiana.



This SERVEL runs on ELECTRICITY →



AND this SERVEL runs on GAS! →



# No messy ice trays (IN EITHER ONE)!

Only SERVEL  
makes your ice "cubes" without using trays  
... and puts 'em in a basket—automatically! →



*plus—*

- Large, separate freezer compartment—holds up to 80 lbs. of frozen foods!
- Automatic defrost—completely carefree!
- Adjustable shelves—effortlessly changed!
- Butter keeper—full pound at right temperature!
- Door shelves—roomy, wide, convenient!
- Trip-saver handle—opens at a nudge!
- 3 appliances in 1—refrigerator, freezer, ice-maker!

SERVEL is different

- 1 Only SERVEL makes ice "cubes" without using trays—and puts 'em in a basket—automatically!
- 2 Only SERVEL gives you a choice of Electric or Gas models.

# Servel

The name to watch for great advances in  
REFRIGERATION and AIR CONDITIONING

Servel Inc., Evansville 20, Indiana • In Canada, Servel (Canada) Ltd., 548 King St. W., Toronto, Ontario



# Do it yourself...install a 3-speed WEBCOR Hi-Fi Diskchanger



## Do it yourself...replace your old 1-Speed Record Changer

Don't throw away that "horse-and-buggy" 1-speed player you now own! At low cost ...and with only a few minutes' "tinkering"...you can transform it into a modern WEBCOR 3-Speed Unit...whether your present changer is a table or console model, or large radio-phonograph combination. Result: a famous name Diskchanger that plays 78, 45 and 33 $\frac{1}{3}$  RPM records in 7, 10 and 12-inch sizes. It's a versatile, full-toned unit that will provide a source of pride and enjoyment to you, your family and your friends for years!

from \$49.50 slightly higher west of Rockies

## NOW! Enjoy long-play records up to 4 hours Automatically



**1. SIMPLE INSTRUCTION KIT**  
...Any Webcor dealer will gladly supply you with this easy-to-follow, step-by-step illustrated guide on how to install the WEBCOR Diskchanger. SIMPLE? A 14-year-old can do it!



**2. EASY TO FOLLOW THROUGH**...Basically, all you have to do is unscrew and remove your old changer and put in an automatic Hi-Fi WEBCOR. There are only 2 simple connections to make.



**3. SURPRISE THE FAMILY, FRIENDS!**...New WEBCOR changer will provide you and your household with a boundless source of wholesome entertainment...and be a welcome social and cultural asset, too.

All music  
sounds better on a

# Webcor®

Webcor is the trade name of  
Webster-Chicago, Chicago 39, Ill.

Send coupon for this free installation booklet today!

Webcor Hi-Fi Dept., 5610 West Bloomingdale Ave., Chicago 39, Illinois

Please send me your free booklet "How to install your own Three-Speed Webcor Record Changer."

Name \_\_\_\_\_

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City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



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# Baby Doings at Thayer Square

By  
Joan Thayer



Do you get a thrill out of winning a prize? I do. Especially one like the Annual Hess Award conferred on this Thayer "Pram Crib." It says on the certificate, "For excellence in contemporary design." Well, I think babies are more modern than anybody and I like the idea of Thayer's catering to them on that basis. "Better living for babies" is our motto and we think it starts with good design.

This "Pram Crib" rolls, folds and even keeps mosquitoes out. It has a good thick mattress... sturdy, all-metal base construction... and its heavy-gauge Tartan material is smarter than a quiz kid, and much more durable. Full 18" x 36" sleeping space, yet the whole thing folds up to fit easily in the back seat or trunk of a car.



Here's another of those "why didn't somebody think of it before?" ideas I'm sure you'll like. It's a high-side crib with a Thayer "Baby Guard" side to keep baby in and safe. It doubles as a crib and a play pen, but the "up-and-down" mechanism for adjusting to different positions works with one swift motion — and locks with a snap. Isn't it like Thayer to think of mothers, too?

Still more news! An Eat-and-Fun Play-Table-and-Chair in one. Adjusts to different heights. Chair-back folds down in one motion and it becomes a flat-top play table. Legs fold, and it's easy to carry or store. Safe, snap-lock mechanisms. Babyproof, washable surfaces. Comfortable, removable, cleanable, plastic upholstered pad.



All babies these days, including mine, are real travelers. You'll find this Thayer Jolly Jitney a wonderful convertible for use at home or abroad. It's a full-size folding carriage — and the body lifts out to become a bassinet or a car bed. Sturdy and trouble-free... smart as it is jolly.

# Thayer®

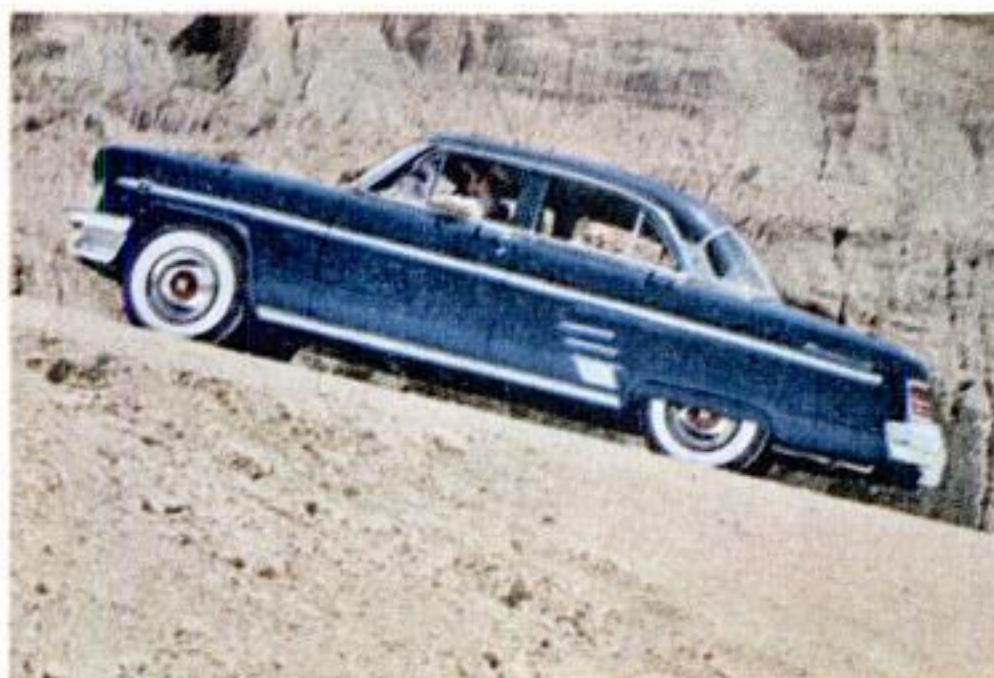
BETTER LIVING FOR BABIES



# Why driving a new 1954 Mercury can be almost as easy as reading this page!



**YOU ENJOY EASIER, RESTFUL CRUISING** with Mercury's entirely new 161-horsepower V-8. Performance is smooth, ultra-quiet. You have a greater sense of safety.



**SMOOTHER, NO-STRAIN HILL CLIMBING**—When needed, Mercury's great reserve of safety power is released "vacuumatically" by the new 4-barrel carburetor.



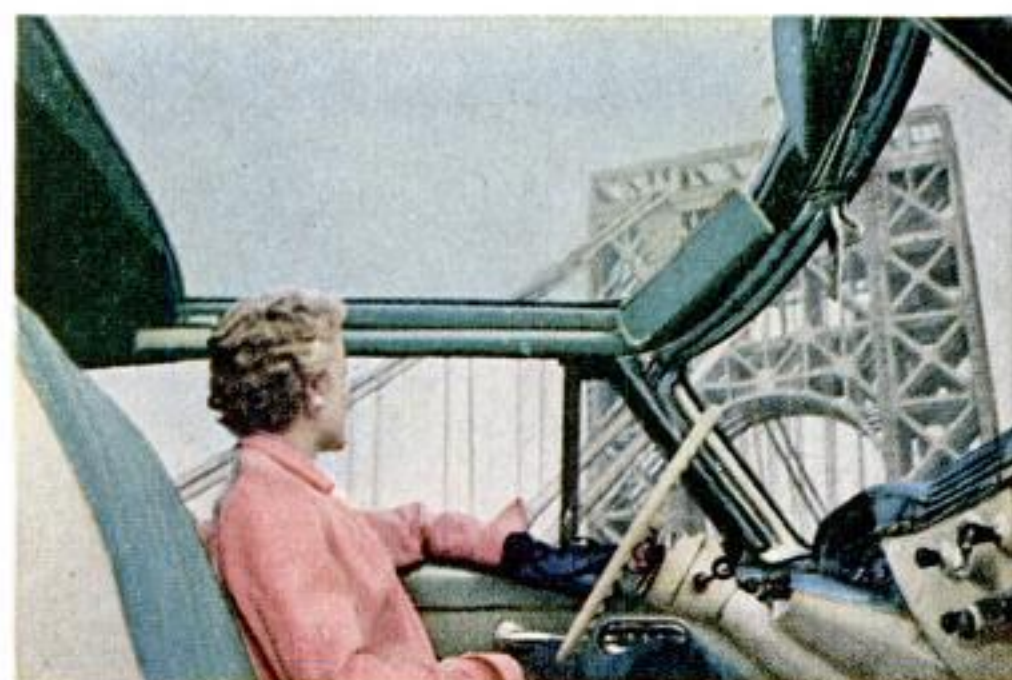
**EASIER CORNERING**—New ball-joint front suspension, exclusive in Mercury's class, gives you matchless road stability on sharp curves, and easier steering.



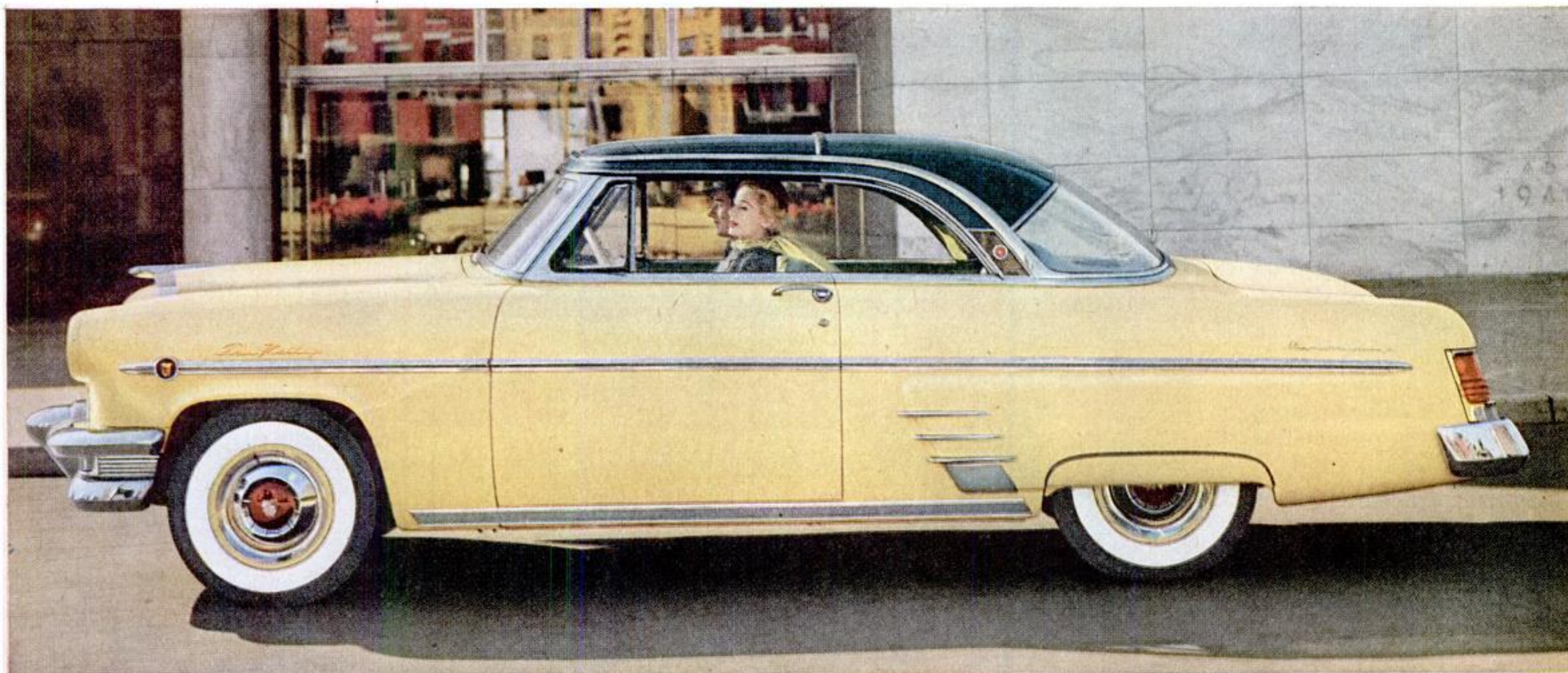
**AND, IF YOU WISH, TWICE-AS-EASY STOPPING** with optional power brakes, and up to three-times-easier handling with Mercury's newest-type optional power steering.



**4-WAYS EASIER SITTING** with Mercury's optional, completely adjustable power seat. Touch a button and it moves up or down, forward or back—automatically.



**EVEN SIGHT-SEEING IS EASIER** in the revolutionary new Mercury Sun Valley. You see *all* the scenery through a transparent plastic roof panel tinted to prevent glare.



**EASY ON THE EYES, EASY ON THE BUDGET**—The Sun Valley is one of 8 new models with new styling front and rear, new 161-hp performance, greater economy.

The car that makes any driving easy

**New  
1954**

**MERCURY**

MERCURY DIVISION • FORD MOTOR COMPANY









# SPACEMAKER RANGE

**Big-Range Cooking  
in Compact Space  
Only \$229<sup>88</sup>**

(New, low price based on reduced excise tax.)

Is space a problem in your kitchen? Would you like more room for counters, storage, other new appliances?

This beautiful, compact range has the de luxe cooking features that make it ideal for *any* kitchen, large or small. It gives you every modern, electric cooking advantage in compact space.

**BIG, WIDE OVEN** holds 4 pies or 4 dozen cookies on a single shelf. Easy to see and reach food. Economical, too.

**PUSHBUTTON CONTROLS** click on with just a fingertip touch, even when your hands are full or wet.

**FAMOUS G-E SPEED-COOKING** Calrod® units newly designed for faster starts. One is G.E.'s new EXTRA Hi-Speed wonder.

**"FOCUSED HEAT" BROILER**—Searchlight concentration for real "charcoal-type" broiling. More economical. Fully enclosed Calrod oven units. *No old-fashioned open coils.*

**EASY-TO-USE AUTOMATIC OVEN TIMER**—Two simple clock settings and heat goes on, does cooking, goes off, without attention.

Ask to see the G-E SPACEMAKER Range. Your G-E dealer is listed in the classified phone book. Prices and specifications subject to change without notice. General Electric Company, Appliance Park, Louisville 1, Kentucky. Available in Canada at slightly higher price.

*Be modern—cook electrically*

**GENERAL  ELECTRIC**





## What is the lifespan of your stockings?

How long before your last pair of stockings ran? Whether they survived for days or weeks, we believe that you'll get even longer wear from Cannon stockings. Because the long lifespan of Cannon stockings is based on these vital facts:

Long-wearing Cannon stockings have a *soft* finish—better snag-protection than the hard finish used on many stockings.

Long-wearing Cannon stockings are reinforced *all the way* around the toes—the little toes, too, where runs are likely to start.

Long-wearing Cannon stockings are *knit*, never stretched, to shape. And three proportioned lengths promise you a perfect fit.

Long-wearing Cannon stockings are carefully inspected—they've got to be *perfect* to earn the Cannon name!

Behind those facts of long life is the *trust* you've come to put into the name Cannon. First for long-wearing towels and sheets—and now for long-wearing Cannon stockings.

Ask for long-wearing, full-fashioned Cannon nylon stockings at your neighborhood store. In every fashion shade and sheerness—from \$1.00 to \$1.50.

Try them yourself—see how well they wear! And give long-wearing Cannon stockings for Mother's Day, too. Cannon Mills, Inc., 70 Worth Street, New York City 13.

# Cannon stockings

by the makers of Cannon towels



and Cannon sheets





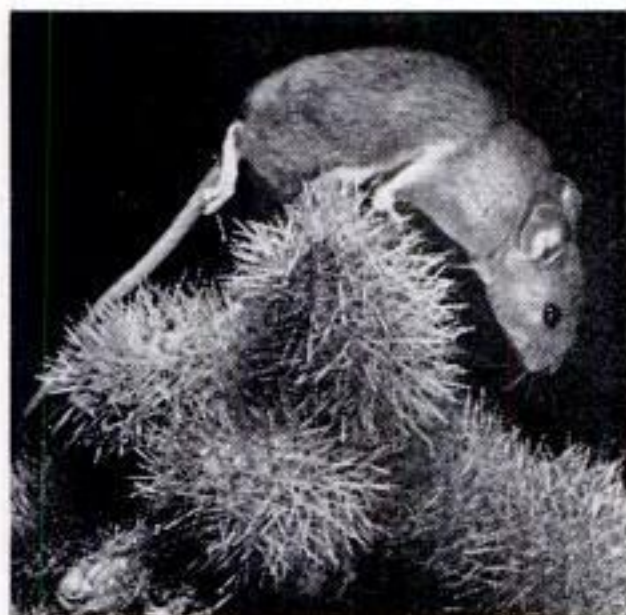
# LETTERS TO THE EDITORS

## THE DESERT

Sirs:

This is the first time I have ever seen a cactus wren snuggled happily on a "teddybear" cholla. ("The World We Live In: Part IX," LIFE, April 5). The cholla's spines can penetrate anything, even a riding boot. This particular wren must have an armored breast and steel boots.

MRS. LEONARD DUNNING  
Carrizozo, N. Mex.



RAT ROLLICKING ON CHOLLA

● Certain desert birds, including the cactus wren, and some animals have become adapted to prickly cholla cactus because it offers them defense. The pack rat above makes a fortress nest out of it.—ED.

Sirs:

Mr. Barnett has been well coached, but he is clearly a tenderfoot. The creosote bush is one place the shrike couldn't "impale his living prey." It is one of the few desert shrubs that are *not* thorny. . . .

ROSS CALVIN  
Clovis, N. Mex.

● Though a creosote twig is leafy, not thorny, the shrike impales its prey on broken twigs which have sharp stubs.—ED.

Sirs:

Having lived on American deserts for 35 years, I feel you stress the bad features. In this part of the Mojave Desert winters are usually warm, summers delightful with breezy days and quite cool nights. We consider it the finest climate in the world: gorgeous scenery, clean air, pure water, no fog or smog, and peace indescribable.

F. F. BRANTHOVER  
Joshua Tree, Calif.

## ATTIC CLEANING

Sirs:

We truly enjoyed "LIFE Goes to a Spring Attic Cleaning" (April 5). To really close the story, here (*below*) is



EVA AT EASE

a picture I took shortly after your photographer left the scene. My sister-in-law, Mrs. Eva Diley, rests in a rocking chair which she brought up to the attic to survey her new space. It was the first time in all her life she was able to sit down and take her ease in the place.

RUTH WESTOVER  
Waukau, Wis.

Sirs:

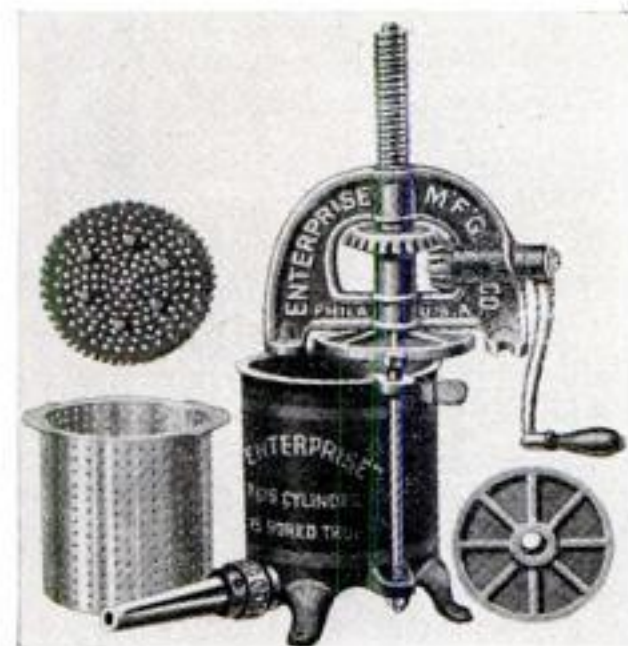
Paul Diley (*below*) is not holding a lard press but a sausage stuffer. Note the nozzle over which the casing (animal intestine) is bunched for stuffing. A lard press has no nozzle. . . .

CLAIR SMYER KAUFFMAN  
York, Pa.



PAUL DILEY'S PRIZE

● As pictured above, Mr. Diley's attic trophy is a lard press. When a long nozzle for casings is attached, it becomes a sausage stuffer. It can also be used to press fruit, vegetables, grapes for wine, herbs for drugs. The press with attachments for all these jobs is illustrated below by the maker, Enterprise Manufacturing Co.—ED.



A MULTIPURPOSE PRESS

## BEN HOGAN'S SECRET

Sirs:

. . . Hogan must have discovered ("Ben Hogan's Secret," LIFE, April 5) that the hand action in golf is from the hand joints, not from the wrist joints. If he deliberately loosens the middle finger of the right hand, there will be no hook even if he hits hard. The right hand will not cross over the left until long after hitting the ball.

RANDALL M. O'ROURKE, M.D.  
Detroit, Mich.

Sirs:

If Ben Hogan said that his secret "is as old as the hickory shaft and just as obsolete," then I would guess it is torsion. Hogan applies torsion by coiling his body, particularly the long muscles in his right thigh. This torsional force actuates his arms like

CONTINUED ON NEXT PAGE



# The skid we won't forget

## ... and how Hartford Medical Payments Insurance helped us when we couldn't help ourselves

(Based on Company File #76KAL15532)

Rain kept me from telling that the road ahead had just been oiled.

When I stepped on the brake, we skidded crazily across the road, crashed through the fence. Both my wife and I were thrown out as the car overturned. Luckily, the police got us to a hospital fast.

From my Hartford Automobile Insurance Service Card, they got the name of my agent back home and wired him. The very next morning, a claim representative from the Hartford Accident and Indemnity Company was at my bedside.

What that man did for us! He saw that our every need was taken care

of. More than once, he went out of his way to do little, friendly things for us.

Kay was unconscious 36 hours. It was 10 days before she could be moved from the hospital. Meanwhile, the Hartford man had arranged for an ambulance and a registered nurse—to take us 460 miles back home!

Under our Automobile Medical Payments Insurance, the Hartford Accident and Indemnity Company not only paid our hospital and medical bills, but paid for the ambulance and nurse, too.

We got wonderful treatment from the Hartford. Take my word for it, their service can't be beat.

Look for the Stag—symbol of the Hartfords—on any policy you buy for your car, your home, your business or your farm. It's the way to get fast, understanding help like this, no matter where you are. Hartford Accident has nearly 10,000 agents, and 202 well-placed claim offices. So a competent Hartford man—trained for service and pledged to look out for your welfare—is always within quick call. You can turn your troubles over to him!

Have your Hartford Accident and Indemnity Company Agent or your insurance broker check *your* insurance today.

Year in and year out you'll do well with the

# Hartford



Hartford Fire Insurance Company • Hartford Accident and Indemnity Company  
Hartford Live Stock Insurance Company • Hartford 15, Connecticut





If your car feels like this...it's time  
for **MARFAK** chassis lubrication



That "cushiony" feeling  
lasts longer with —



This spring ride in *cushiony* comfort! Get longer lasting Marfak lubrication. Tough, sturdy Marfak clings fast to points of wear and friction — and lasts for 1,000 miles or more. Marfak resists jar-out, squeeze-out, and wash-out by splashing road water. Start enjoying *cushiony* riding today. Get Marfak lubrication from your Texaco Dealer, the best friend your car has ever had.

THE TEXAS COMPANY  
**TEXACO DEALERS**  
in all 48 states



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## LETTERS TO THE EDITORS CONTINUED

a pair of levers equipped with hinges (the wrists). It is the most powerful and accurate move a golfer can make. Hogan practices this constantly.

ROBERT WILLIAM

Los Angeles, Calif.

Sirs:

It's the wiggle! The preliminary way Bantam Ben first sets himself, then completely loosens his hands, and finally starts his backswing and crisp downswing. That little moment of relaxing and regripping means perfection. . . .

BUD EDEN

Philadelphia, Pa.

Sirs:

You can add to pros' theories that of Joe Novak, who wrote in his book *Par Golf in 8 Steps*: ". . . He [Hogan] told me he had learned to fade the ball." Novak concludes that Hogan's fade is created "by adjusting the foot position, advancing the right foot slightly so the swing, while not impeded in any way, will be just a wee bit outside-in."

PAUL PEARSON

Glendora, Calif.

Sirs:

Ben Hogan's secret is an almost imperceptible, but nevertheless fully controlled, counterclockwise rotation of the wrists as they come to the top of the backswing and reach the full extent of their cocking. Thus the club-head goes on "through the ball" and results in a fade.

ARTHUR O. KLEIN

Toronto, Ont., Canada

Sirs:

I have known Ben Hogan's secret since way back. He has always been a flat-footed, stand-up hitter. He seldom gets his left heel off the ground more than a fraction of a turn. He is almost to the top of his backswing before he makes any shift whatever. . . .

ROY V. RESTER

Arlington, Va.

Sirs:

The mighty Ben's secret lies in his right toe! His main problem in correcting his hook was to assure that the clubface is square at the moment of the hit. So instead of pushing his weight over to his left foot with the *instep* of his right foot, as most golfers do, Ben started using the *forward* portion of his right foot, winding up his swing on his right toe. . . .

J. L. TERREL

Bakersfield, Calif.

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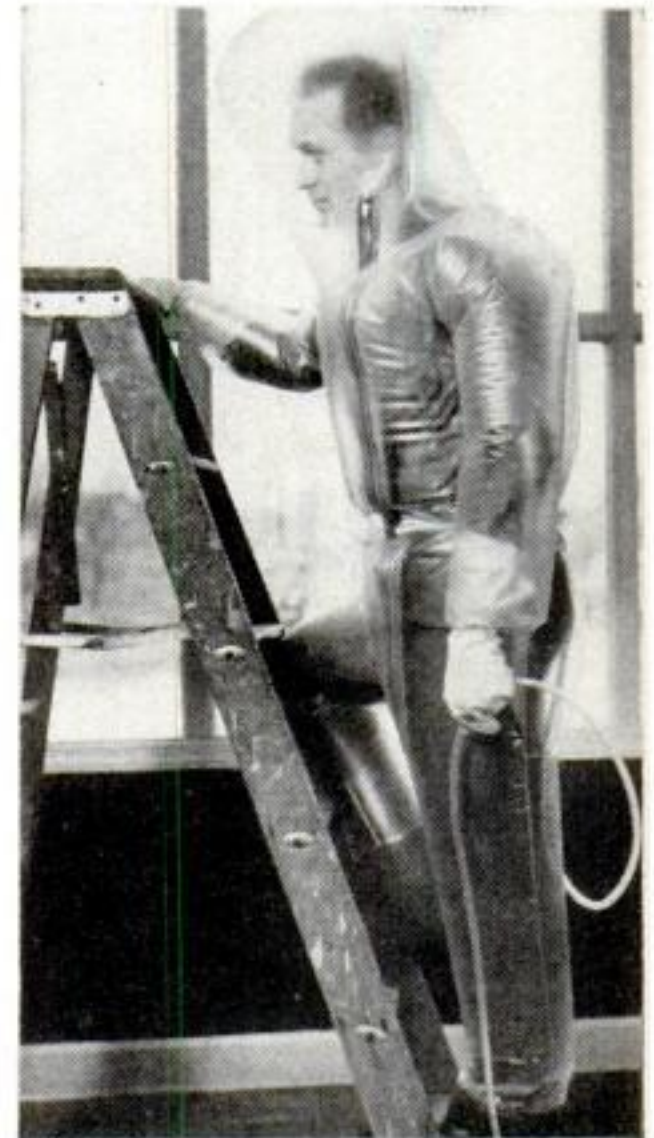
### ATOMIC SUITS

Sirs:

"Homer's Hideous Hallucination" (LIFE, April 5) is aptly named. . . . For over a year we have made a similar protective suit for atomic workers, which allows complete freedom of movement. How about showing the well-dressed technician?

H. I. SNYDER

Snyder Manufacturing Co., Inc.  
New Philadelphia, Ohio



ANOTHER ATOMIC SUIT

### EDITORIAL

Sirs:

"Business and the Tax Cuts" (LIFE, April 5) points out clearly the importance of long-term planning. If we concern ourselves constantly with piecemeal planning and temporary relief for certain segments of our economy, we will always be confronted with economic problems. . . .

J. CARSON MOORE JR.

Seattle, Wash.

Sirs:

You hit the nail on the head when you state that "consumption and investment are indispensable parts of a single process—the process of economic growth." But whereas the income of consumers is always promptly spent, savings are not always invested. A recession will lead to a depression when confidence is lacking and savings are idle. The only method that guarantees reinvestment is some sort of "idle-money taxation." . . .

NASRI KHATTAR

New York, N.Y.

● This is correct in theory. But the country's highly active stock market indicates "idle money" is not a problem in the U.S. today.—ED.

### HOLLYWOOD STARGAZER

Sirs:

Robert Wallace's "Stargazer for Stars" (LIFE, April 5) has set science back 1,200 years. Astrology is one of the oldest fakes known to man, but apparently it is always good for a laugh. How could a thing 100 light years, or 600,000,000,000,000 miles away, have anything to do with whether I feed the dog or not? . . .

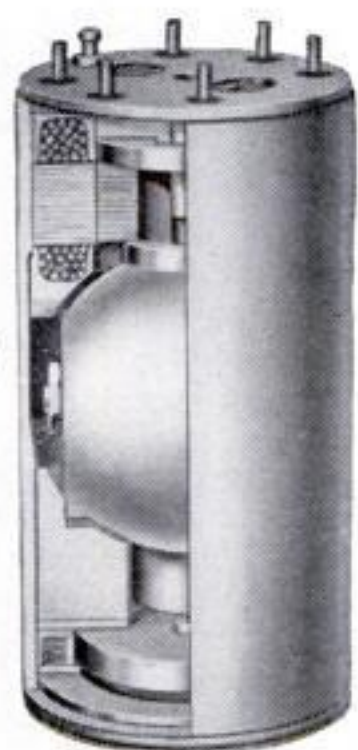
JOHN LITWEILER

South Bend, Ind.

CONTINUED ON PAGE 28



Actual  
Size



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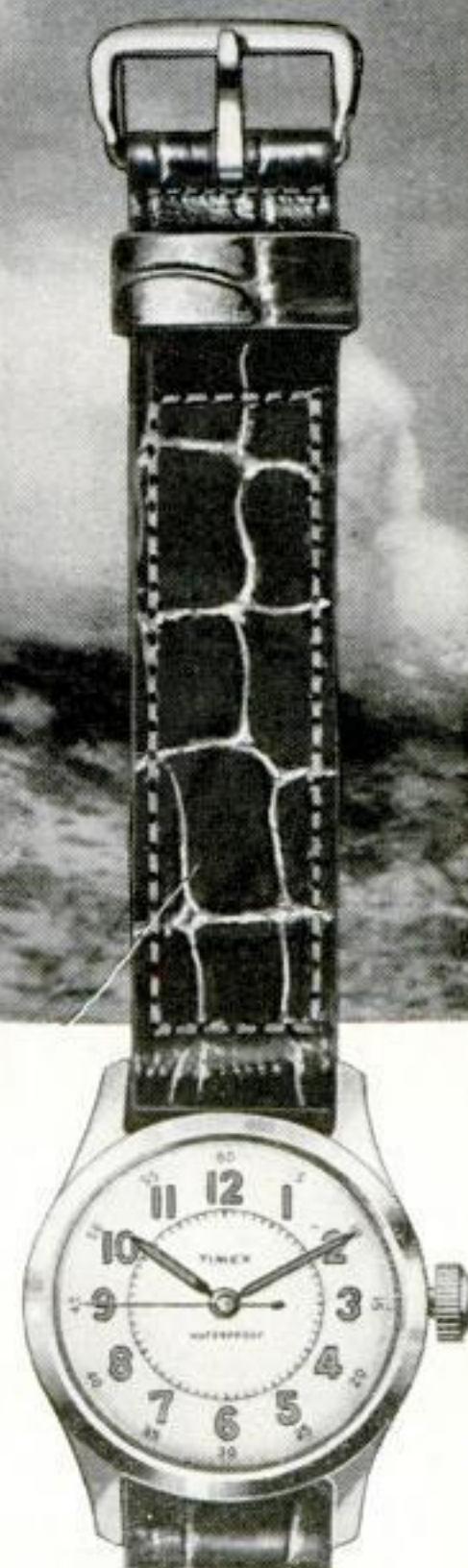


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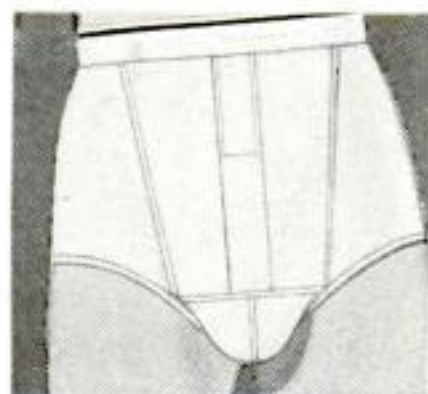
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## LETTERS TO THE EDITORS CONTINUED

Sirs:

In 1943 I visited a meeting in Los Angeles sponsored by the Society of Metaphysical Arts and Sciences. The principal speaker was a lady who predicted that there were "to be troop movements." How she hit the nail on the head I will never know. She predicted that there was to be a second front in Europe. She predicted that Franklin Roosevelt would not always be President. But when she informed us that astrologically it had been proved without a shadow of a doubt that President Roosevelt was actually the reincarnation of John the Baptist, I must admit I was somewhat skeptical. . . .

K. L. LATTIMORE

Portland, Ore.

Sirs:

"Astrology is of course a scientifically ridiculous . . . pastime." Is Mr. Wallace unaware that we are affected by natural forces? . . . Perhaps science will one day desert the study of the destructive forces of nature and take up the harmless pastime of astrology, which is concerned with the understanding and betterment of mankind.

FRANK C. PULL

Newark, N.J.

### TV SOAP OPERAS

Sirs:

Your article ("Soap Opera Wails and Woes," LIFE, April 5) was fine. But why wasn't any mention made of *Search for Tomorrow* (12:30-12:45 E.S.T. daily, CBS)? I'm a weekly watcher of these programs and to me that is one of the best.

MRS. WARD RUMMAGE

Norfolk, Va.



JOANNE COMFORTS ARTHUR

● *Search* is one of TV's oldest soap operas. Its plot: Joanne Baron (Mary Stuart), widowed after the death in an auto crash of her mother-hounded first husband, is now in love with Arthur Tate (Terry O'Sullivan), with whom she owns a motel. A crime syndicate wants the property for an amusement park but Joanne and Arthur refuse to sell. On their wedding day the syndicate produces Arthur's first wife Hazel, supposedly burned to death in a hotel fire 10 years before. She now says she lost only her memory in the blaze. Arthur believes the woman, who is really Hazel's blackmailing twin sister Sue, and despairingly postpones the wedding. But Joanne stands by him (above).—ED.

Sirs:

I am returning the *er* you tacked on the end of my name when you

mentioned my role in *The Guiding Light*. My name is Patricia Wheel, not Wheeler.

PATRICIA WHEEL

New York, N.Y.

### GREAT MINT ROBBERY

Sirs:

In LIFE on the Newsfronts of the World (April 5), you say the recent pilfering by teen-agers was the first time the Denver mint has ever been robbed. I remember two mint robberies in Denver: one by an armed band, another by a trusted guard who had been secreting gold coins in a hole in his wooden leg. . . .

B. RULAND

San Francisco, Calif.

● LIFE actually overlooked three previous robberies. 1) On Feb. 6, 1920 an employe confessed carrying home \$81,400 in gold bullion cached in his artificial leg. He never got to spend any of it. 2) On Dec. 18, 1922 four bandits held up an armored truck, carrying Federal Reserve money stored in the mint. Though the mint was peppered with bullets which killed one bandit and one mint guard, it was not actually entered. Only \$78,000 of the \$200,000 stolen was recovered. 3) On Aug. 1, 1936 an employe confessed pilfering \$125 in small coins.—ED.

### JAIL BAPTISM

Sirs:

Re "Baptism Behind Bars" (LIFE, April 5): in an editorial entitled "A Vision of Heaven," William Cowper Brann described a dream in which he visited Gloryland and found it peopled largely by thieves and villains who had repented at the last minute. He asked one about the disposition of his victim. "Oh, Julia's in hell . . . you see, she didn't have time to repent. She tried to shake me and I brained her with a hatchet. I got religion, and here I am . . . came direct from the scaffold."

GILMORE BOWERS

Durham, N.C.

● "Brann the Iconoclast," a famous and sharp-tongued chief editorial writer of the *Houston Post*, was shot in the back by an irate reader in 1898. Mortally wounded, Brann shot back and killed his assassin.—ED.

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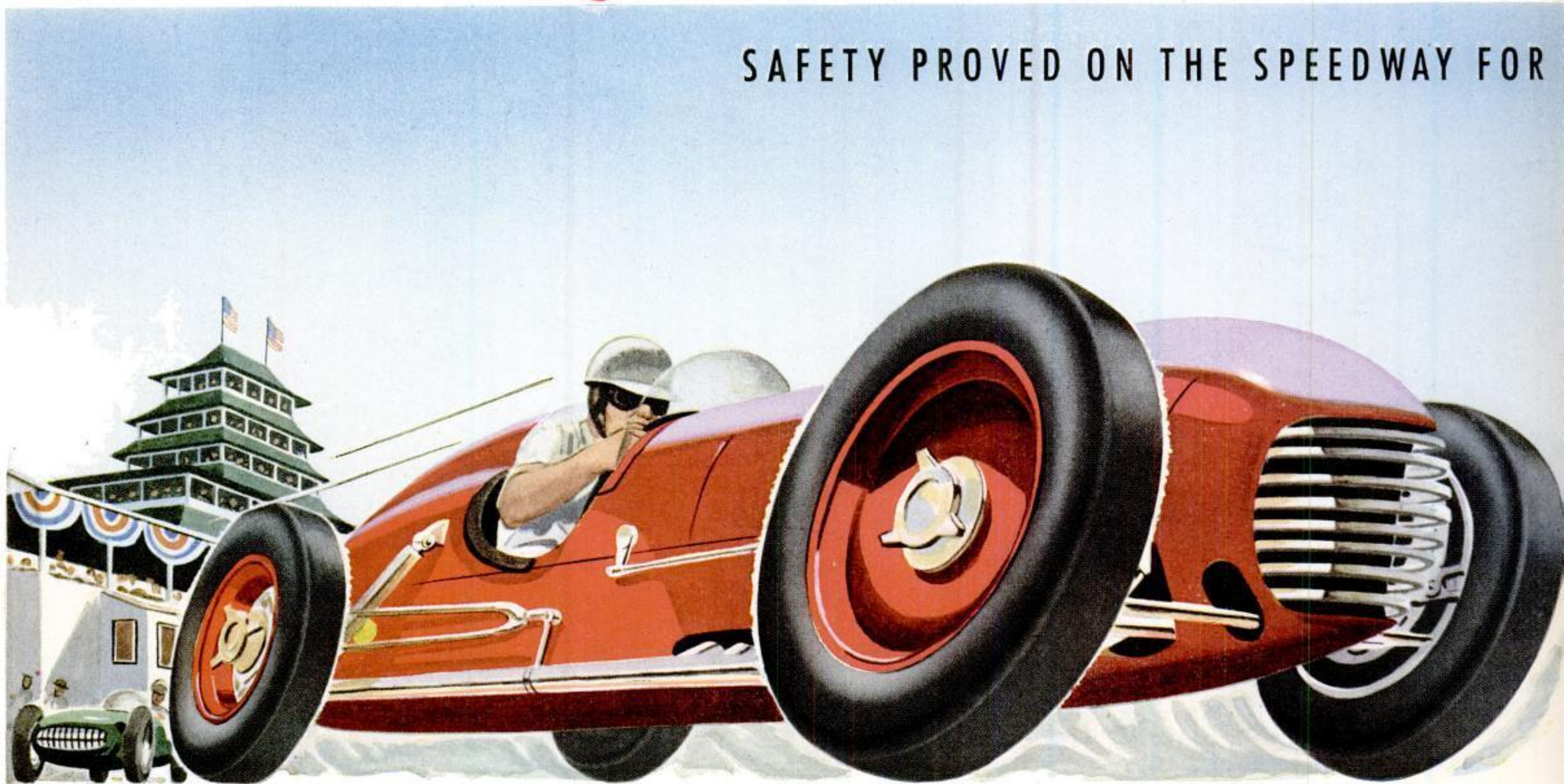
Bisquick's ingredients, flour, shortening, salt and all, are exactly what you start with for almost everything you bake . . . and, sure enough, Bisquick helps you bake a lot of different things. After your shortcake's in the oven just have a look at Betty Crocker's directions for a whole dozen delights right on the package.





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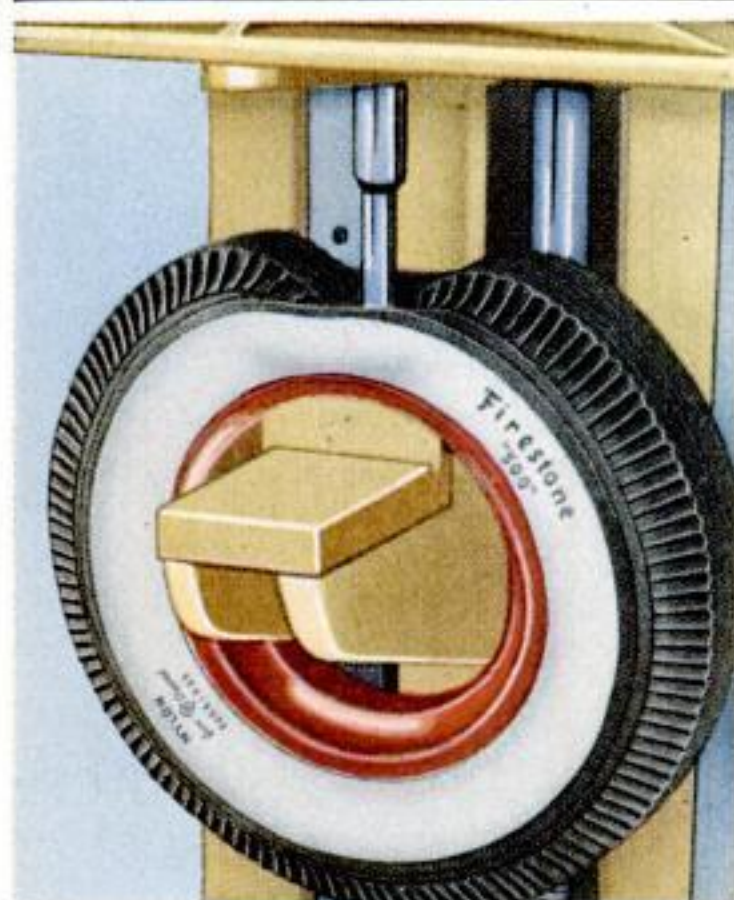
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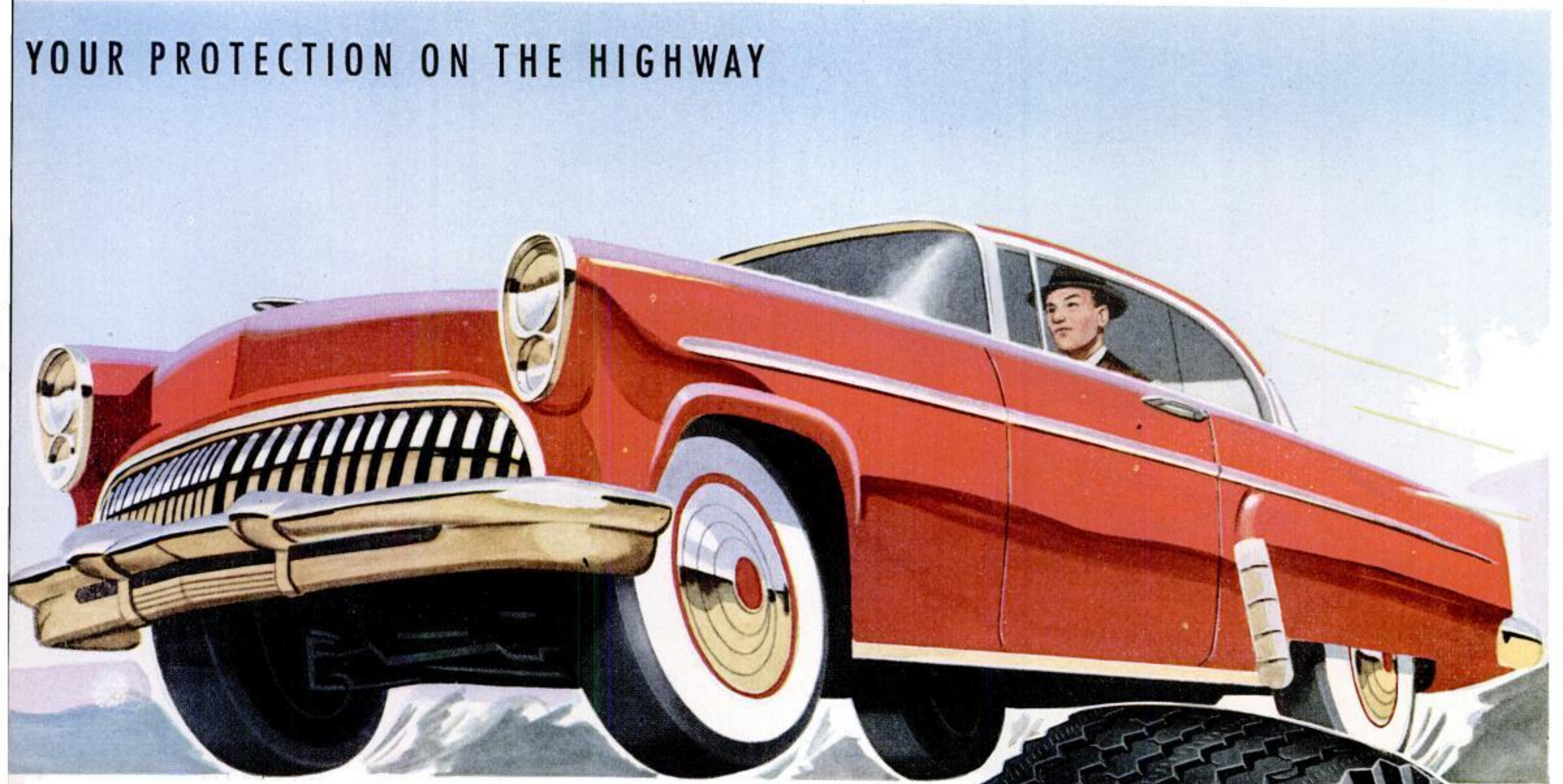
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**THERE HAS NEVER BEEN** a Chevrolet that responded so quickly, smoothly and quietly to your foot on the accelerator. You get under way and pull around other cars more positively and more safely. You ease up the steep hills with power to spare. You whisper along the highway with a new kind of quiet comfort.

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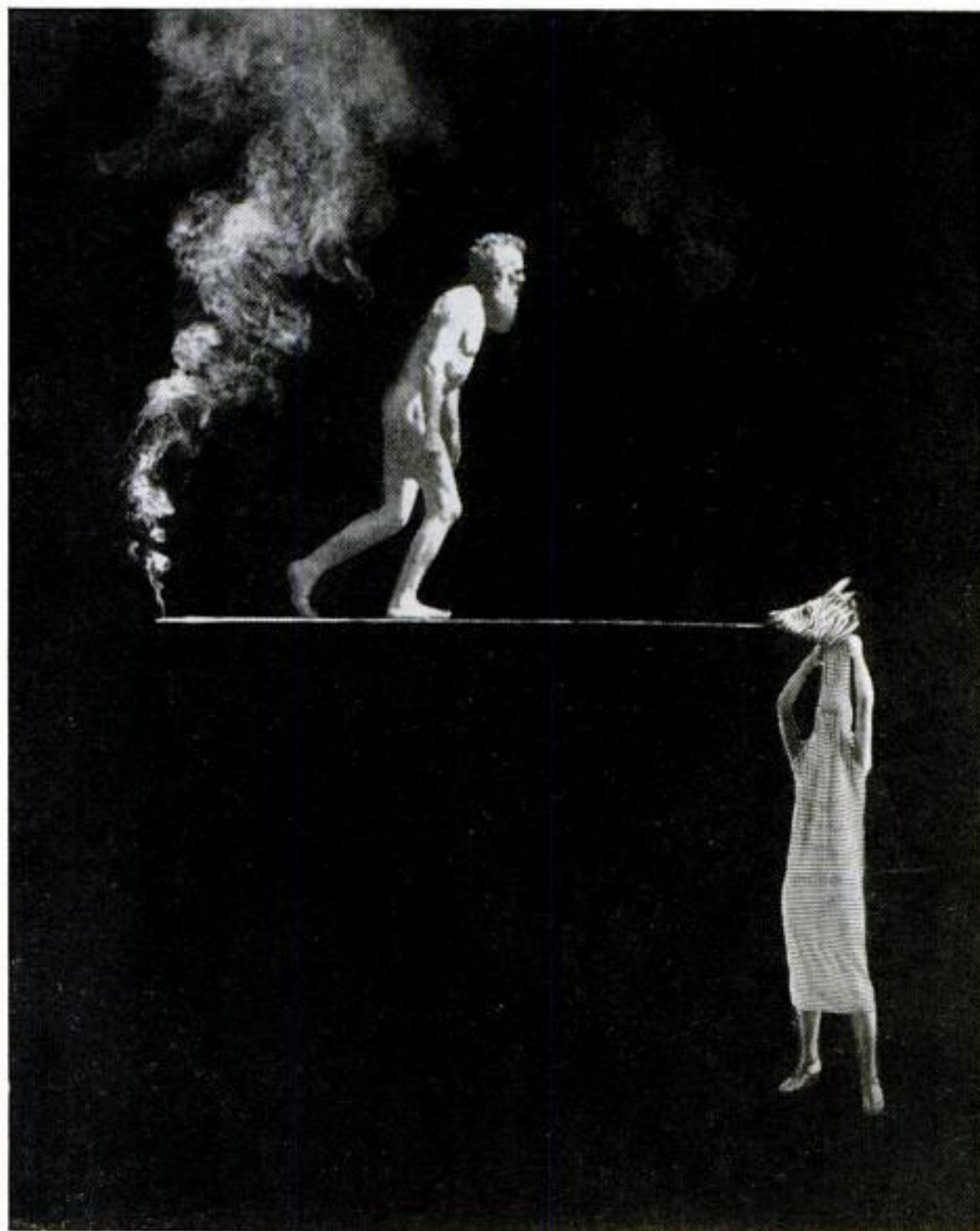
# A NEW WAY OF LOOKING AT SOME OLD IDEAS

Judging from the letters LIFE receives whenever we make an error either real or imagined, our pages seem to be closely scrutinized. But we doubt if many have studied them to such strange effect as Reader Donn Sheets; whose collages created from LIFE's own pages appear in our Speaking of Pictures (pp. 14-16) this week.

A collage, according to Webster, is an "agglomeration of fragments . . . pasted together . . . into an artistic composition of incongruous effect." Our own collage (right), prompted by Reader Sheets's success, is Layout Artist Earle Kersh's attempt to combine some of the week's editorial fare into one composition. We leave the explanation of its incongruous effect to individual imaginations. The elderly, Diogenes-like gentleman plodding his weary tightrope really belongs on page 153 and the rising smoke behind him comes from page 181. The head of the curious creature he is seeking is to be found on page 176 and the oddly striped body that precariously supports it on page 130.

Still another form of composite picture—really a sextuple exposure—appears on page 137. Here Ralph Morse shows pictorially, and far more effectively than he could have in words, how one busy schoolteacher does six jobs.

But if the collage is a startling new arrangement of old, existing ideas, so indeed were the inventions of the incredible George Eastman, who didn't discover photography but who discovered the means to make it available to all. As an ancestor of photographic journalism, and one who helped make possible the vast flow of material on which picture editors today exist, he is memorialized in Roger Butterfield's article (pp. 154-168) and the remarkable picture collection preceding it as the 100th anniversary of his birth approaches.



## CONTENTS

### COVER

GRACE KELLY, HOLLYWOOD'S BRIGHTEST AND BUSIEST NEW STAR  
(SEE PP. 117-122)

### THE WEEK'S EVENTS

U.S. PONDS A SCIENTIST'S PAST . . . . . 35  
BIG-TIME BASEBALL RETURNS TO BALTIMORE . . . . . 40  
KOREAN TYKES SING FOR AID . . . . . 42  
POKER WINS OVER PRAYERS . . . . . 44  
CEYLONESE GREET THE QUEEN . . . . . 46  
DIENBIENPHU ON THE PHONE . . . . . 53  
DULLES SEEKS A WAY TO DEFEND THE EAST . . . . . 54  
LIFE ON NEWSFRONTS OF THE WORLD . . . . . 56  
JET PILOTS' LUSTROUS LIDS . . . . . 78

### EDITORIAL

THE EUROPEAN BOOM . . . . . 48

### PHOTOGRAPHIC ESSAYS

RUSSIA'S WINTRY LOOK . . . . . 104  
MAN FIRST APPEARS BEFORE THE CAMERA'S EYE . . . . . 146

### ARTICLES

FREE CHINA'S FORBIDDEN GREEN ISLAND, by JOHN OSBORNE . . . . . 83  
THE PRODIGIOUS LIFE OF GEORGE EASTMAN, by ROGER BUTTERFIELD . . . . . 154

### SPORTS

BAREFOOT BOY WITH PLUCK . . . . . 61

### MEDICINE

MECHANICAL JAW FITS FALSE TEETH . . . . . 69

### ANIMALS

A WORLDLY WHALE'S TOUR . . . . . 75

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### THEATER

FAMILY ORDEAL FOR THE KERRS . . . . . 97

### ART

AFTER-DINNER ART . . . . . 110

### MOVIES

HOLLYWOOD'S HOTTEST PROPERTY . . . . . 117

### AVIATION

NEW DESIGN FOR DUSTING . . . . . 124

### FASHION

T-SHIRT GOES TO NEW LENGTHS . . . . . 129

### EDUCATION

A TEACHER'S TORTURED TIMETABLE . . . . . 137

### RELIGION

WARNING ON THE WALL . . . . . 143

### NATURE

ANIMAL PICTURE TEST . . . . . 173

### MODERN LIVING

SILLY SMOKING . . . . . 181

### OTHER DEPARTMENTS

SPEAKING OF PICTURES: CUTOUT SCRAPS FROM LIFE MAKE  
ARTFUL COMPOSITIONS . . . . . 14  
LETTERS TO THE EDITORS . . . . . 25  
LIFE GOES TO A SLEEPLESS SLUMBER PARTY . . . . . 186  
MISCELLANY: FISHES' CIRCLE . . . . . 192

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LABORATORY—CORNEILL CAPA, ERIC SCHAAL—ELIOT  
ELISOFF  
16—HERBERT ORTH  
25—T. LOOMIS DEAN, MYRON H. DAVIS  
26—SNYDER MANUFACTURING CO., INC.  
28—WALTER SANDERS  
35—ROBERT PHILLIPS FROM B.S.  
36—LT. ALFRED EISENSTAEDT; CEN. T. COURTESY THE A. N.  
MARQUIS CO.;—RT. J. R. EYERMAN—DR. THORFIN  
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WEYMOUTH, OKLAHOMA TRIBUNE—AP., SAM NO-  
CELLA—DAVID MATHIAS FOR THE DENVER POST, N.Y.  
DAILY MIRROR PHOTO FROM INT.  
38—ALFRED EISENSTAEDT, INT.—RALPH MORSE  
39—RALPH MORSE

40, 41—LT. ALLAN GRANT EXC. BOT. A.P.; CEN. ROBERT  
PHILLIPS FROM B.S.—ALLAN GRANT; RT. INT.—A.P.—  
ROBERT PHILLIPS FROM B.S.  
42, 43—FRED LYON FROM RAPHO-GUILLET EXC. RT.  
PETER STACKPOLE  
44, 45—GEORGE SILK EXC. LT. T. PETER STACKPOLE (4),  
LT. BOT. LOOMIS DEAN  
46—JIM BURKE EXC. T. RT. TOPICAL PRESS AGENCY  
47—JIM BURKE  
53—JOE SCHERSCHER  
54—LARRY BURROWS, FRANK SCHERSCHER—GREY  
VILLET  
56—LISA LARSEN—FRANCIS MILLER—EARLE B. BUNKER  
FOR THE OMAHA WORLD-HERALD—A.P.—JOHN DOM-  
INIS  
61, 62, 64—LEONARD MCCOMBE  
69, 70—ALBERT FENN  
75—PETER STACKPOLE  
76—FRANK DONATO, IMPACT PHOTO, INC.—PETER STACK-  
POLE—N.Y. DAILY NEWS PHOTO FROM GILLOON  
AGENCY  
78, 80—ART WITMAN

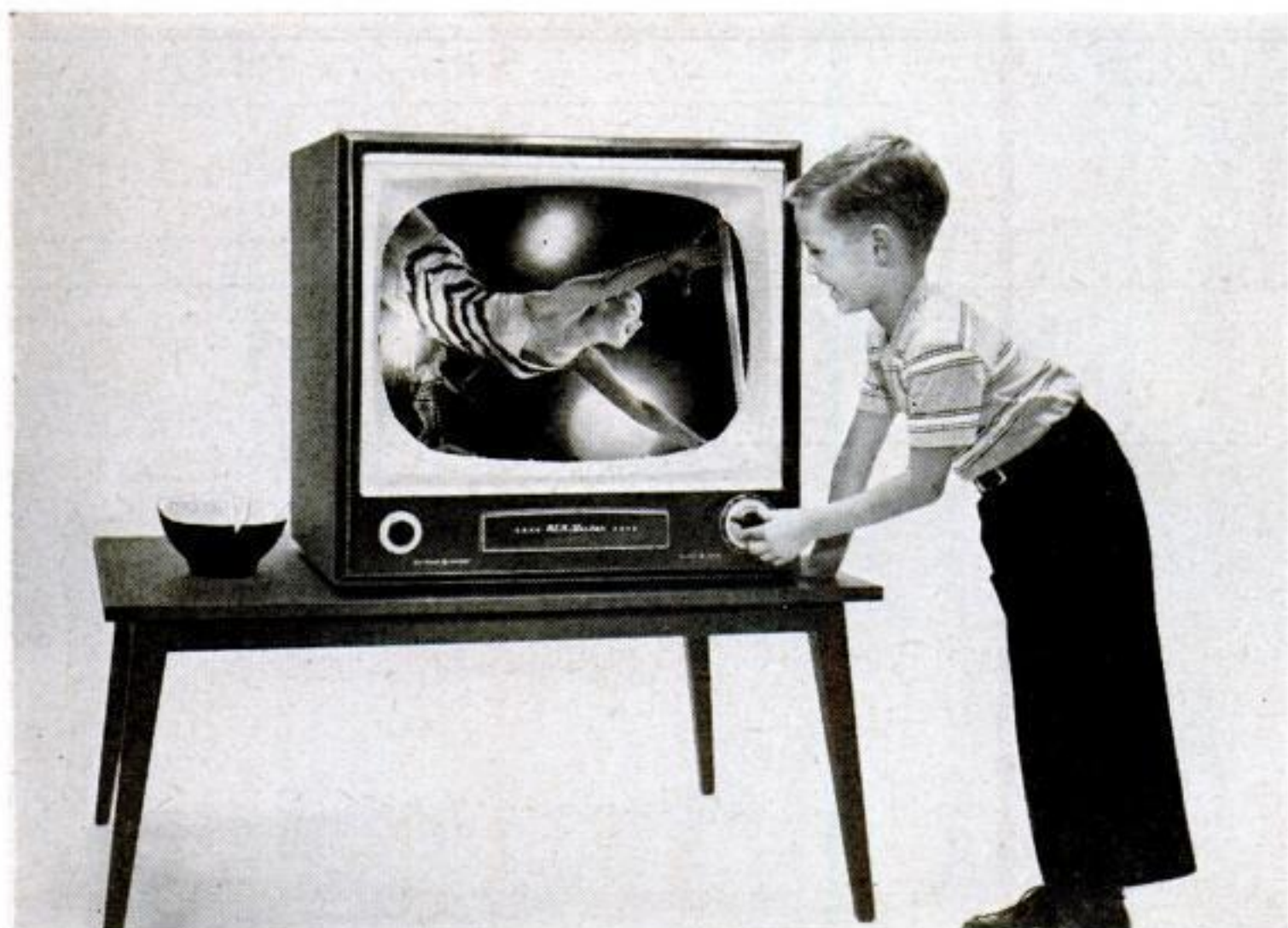
83, 87—JOHN OSBORNE  
88—HARRIS & EWING  
92—JOHN OSBORNE  
97—ALFRED EISENSTAEDT  
98, 101—WALTER SANDERS  
102—ALFRED EISENSTAEDT  
104, 105—LT. GREG SHUKER; RT. GREG SHUKER—CRAIG  
E. LOVITT  
106—CRAIG E. LOVITT  
107—WILLIAM C. IVES—GREG SHUKER  
108, 109—GREG SHUKER  
110—RUSSELL HEMENWAY FOR "THE PARIS REVIEW" EXC.  
CEN. PIERRE BOULAT  
113, 114—RUSSELL HEMENWAY FOR "THE PARIS REVIEW"  
117—EDWARD CLARK—PETER STACKPOLE  
118—PARAMOUNT PICTURES—WARNER BROS., EDWARD  
CLARK—BOB LANDRY  
120—GEORGE KARGER FROM PIX—LOUIS FAURER  
122—F.P.G.—MURAY STUDIOS—INT.  
124—BURTON GLINN  
129, 130, 132—JOHN RAYMOND SOLOWINSKI  
137, 138, 140—RALPH MORSE

143, 145—JOHN ZIMMERMAN  
146, 147—GEORGE EASTMAN HOUSE  
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151—GEORGE EASTMAN HOUSE  
152 THROUGH 155—GEORGE EASTMAN HOUSE  
156—COURTESY EASTMAN KODAK CO.—GEORGE EASTMAN  
HOUSE  
158, 160, 166—GEORGE EASTMAN HOUSE  
168—COURTESY EASTMAN KODAK CO.  
173, 174—DR. BERNHARD GRZIMEK  
176—DR. BERNHARD GRZIMEK FROM B.S.  
181, 182, 184—YALE JOEL  
186 THROUGH 191—LISA LARSEN  
192—DAVIDSON FROM FRANK LANE

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**1. In a new master value!** It's today's soundest TV buy! For only \$199.95, the new RCA Victor "Master 21" gives you every advance that has made RCA Victor the most-wanted and highest-rated picture in 21-inch TV! Ebony finish; maroon slightly extra. 21S348, \$199.95



**2. In new "custom-modern" styling!** . . . made to be modern for years to come. The 21-inch *Farrell* gives you clear, powerful pictures—engineered to stay powerful *longer*. Strikingly finished in grained limed oak with black iron legs. 21S369, \$329.50

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In value, in styling, in bigger-than-life pictures . . . each of these new RCA Victor television sets has something special to offer you—at prices to fit the modern budget.

And with *all* RCA Victor television, you get the exclusive "Magic Monitor" circuit system that "locks" finest picture with finest sound—*automatically*. You get famous "Golden Throat" Fidelity Sound and "Rotomatic Tuning." For UHF areas, you can get an RCA Victor built-in UHF tuner at moderate extra cost.

All RCA Victor television sets are "Good Neighbor" sets. Heavily shielded, carefully designed circuits eliminate oscillator radiation that interferes with other TV sets . . . and at the same time, *you* get clearer pictures, too!



See DENNIS DAY and YOUR SHOW OF SHOWS, NBC-TV. Hear PHIL HARRIS AND ALICE FAYE over NBC-Radio.

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Every year more people buy RCA VICTOR than any other television

Tmks. ®

RADIO CORPORATION OF AMERICA







J. ROBERT OPPENHEIMER (CENTER), FLANKED BY GOVERNMENT GUARD AND ATTORNEY, ARRIVES AT AEC BUILDING IN WASHINGTON FOR SECURITY HEARING

# U.S. PONDERES A SCIENTIST'S PAST

Silently and impassively a thin, thoughtful man wearing a porkpie hat and accompanied by a policeman and three lawyers walked with hurried step last week through the shabby backdoor courtyard of a Washington office building. The almost furtive entrance gave the scene an appropriate air of mystery, for the secret questioning of this man was of profound national importance. The porkpie hat identified the man as J. Robert Oppenheimer, one of the world's most eminent physicists, who was being questioned by an Atomic Energy Commission board about certain facts of his life which suggested he might be a security risk. Last week the whole nation was shocked and puzzled when his suspension became known.

Compounding the puzzle was his country's

great and undeniable debt to Oppenheimer. He had contributed more than anyone else to U.S. World War II research on the atom bomb. But the government felt it could not ignore another aspect of Oppenheimer's life. In his early career Oppenheimer had been totally unconcerned with public affairs—so much so that he was not even aware of the Depression until months after it started. But ultimately the Depression and the Nazi persecution of the Jews awakened him. He was swept into the political currents of the '30s, currents which carried him into association with known Communists and led him to espouse causes that Communists also pressed. He never made a secret of his past, was cleared nevertheless before undertaking his crucial work in World War II. The AEC

charges raised again the question of old associations and added another: that Oppenheimer had opposed and then deliberately hindered U.S. development of the H-bomb.

On the basis of these charges—and possibly others not made public for security reasons—the President had barred Oppenheimer from access to secret documents last November. In December the Atomic Energy Commission sent the scientist a letter formally listing the charges against him. In a long introspective reply he denied them, adding, "I never was a member of the Communist party. I never accepted Communist dogma or theory; in fact, it never made sense to me." He went on to reveal in astonishing detail the most intimate facts (*next page*) of an extraordinary life.





J. ROBERT OPPENHEIMER—A MATURE PORTRAIT

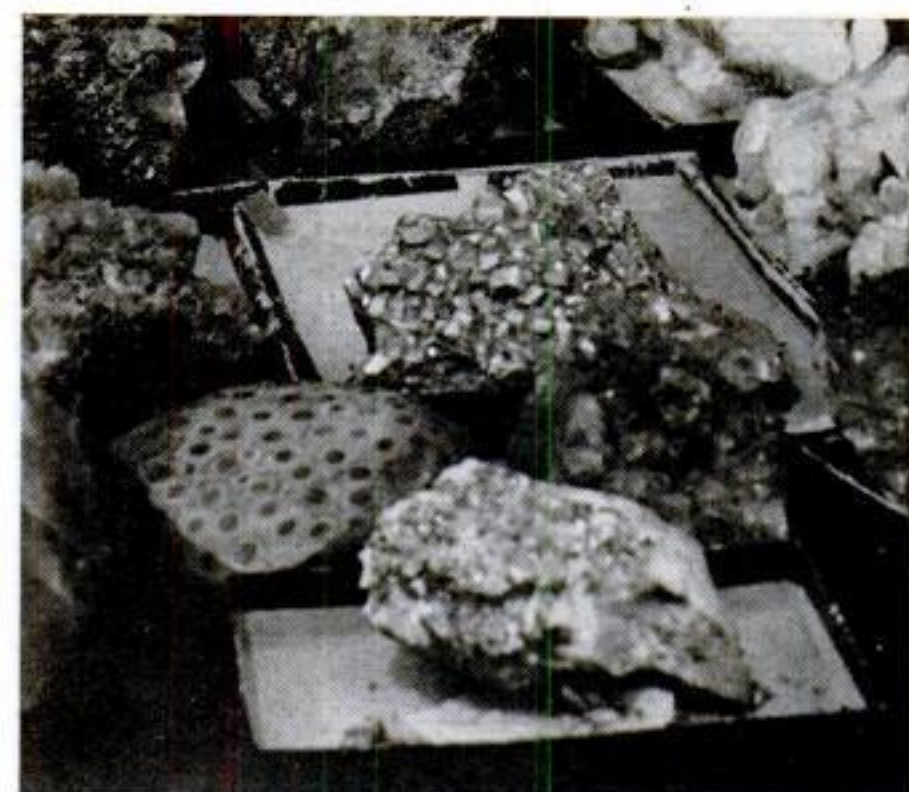
## HIS CAREER AND HIS INTERESTS RANGED AFAR

20 Exchange Pl., N.Y.C. 5.  
**OPPENHEIMER, J. Robert** (ō'pēn-hīm-ēr), physicist; b. New York, N.Y., Apr. 22, 1904; s. Julius and Ella (Freedman) O.; A.B., Harvard U., 1925, student Cambridge U., Eng., 1925-26; Ph.D., Göttingen U., Germany, 1927; m. Katherine Harrison, Nov., 1940; children—Peter, Katherine. National Research fellow, 1927-28; Internat. Edn. Bd. fellow, 1928-29; asst. prof. physics, U. of Calif. and Calif. Inst. Tech., 1929-31, asso. prof., 1931-33, professor, 1933-47. Director laboratory, Los Alamos, N.M., that perfected the atomic bomb, 1943-45; dir. Inst. for Advanced Study, Princeton, since Oct. 1947; chmn. gen. adv. com. AEC, 1947-53; hon. fellow Christ's Coll., Cambridge, Eng. Mem. bd. overseers Harvard College Fellow Am. Academy Arts and Scis., Am. Phys. Society, mem. National Academy Scis. Am. Philos. Soc., Royal Danish Acad. Sci. and Letters, Japan Acad. Scis. (honorary member). Home: Olden Manor, Princeton, N.J. Address: Institute for Advanced Study, Princeton, N.J.  
**OPPENHEIMER** Julius Jr. (ō'pēn-hīm-ēr) ed-

Oppenheimer's own entry in *Who's Who* (left) gives no real clue to a remarkable academic career or to the wide range of his intellectual interests. Born of well-to-do parents in New York, Oppenheimer learned Greek in three months at the age of 16, graduated from Harvard in three years. At 23 he had his Ph.D. and within a year was appointed associate professor of physics simultaneously at the University of California and CalTech. He proved both a brilliant theoretician and inspiring teacher. In the 1930s, emerging from his academic cocoon, he made the friends who would later give him so much trouble (opposite page).



**EARLY SCHOOLING** was at the Ethical Culture School in New York City—a school which believes in "deeds not creeds." Despite his unusual gifts, his parents would not allow him to skip grades.



**ROCK COLLECTION** begun at the age of 5 won him membership in New York Mineralogical Club at 11. Once kept in Oppenheimer's home, it is now owned by Oppenheimer's old friends at CalTech.



**HE TRAVELED WIDELY**, did graduate work abroad, became friends with physicists of other nations like Y. Sugiura. After Hiroshima, Japanese physicists wired congratulations to Oppenheimer.



**YOUNG PROFESSOR**, Dr. Oppenheimer at 27 posed with other members of California Institute of Technology Physics Department in 1932. Oppenheimer is at left in front row. Fourth from right

is Albert Einstein, who was visiting CalTech at the time. Next left is Dr. Robert Millikan, then head of CalTech. Excellence of CalTech physics faculty from early 1930s was due largely to Oppenheimer.



श्रीगणेशाय नमः ॥ धरोवाच ॥ भगवन्परमे  
 शान भक्तिरव्यभिचारिणी ॥ प्रारब्धं भुज्यमा  
 नस्य कथं भवति हे प्रभो ॥ १ ॥ विष्णुरुवा  
 च ॥ प्रपन्नं भक्त्या नो हि मीमांस्यते ॥

**FONDNESS FOR SANSKRIT** came in 1930s when Oppenheimer got to know famed scholar, Arthur Ryder, with whom he read Hindu works like the *Bhagavad-Gita*. Passage shown is from preface.



**MARRIAGE** in 1940 was to Katherine Harrison, shown with him above in a 1951 photograph. She had been married to Joe Dallet, a Communist (opposite page), and belonged to party during marriage.



**BERKELEY HOME** for Oppenheimers in 1940-'41 was at 10 Kenilworth Court. Communist party members frequently dropped in, but Oppenheimer denies that any Party meetings were held here.





**WESTERN TRIP** was made for his health at 18, after he had contracted dysentery in Europe. He was accompanied by his tutor, Herbert Winslow Smith, who took this picture of him in California



**MOUNTAIN RANCH** was Oppenheimer's favorite vacation spot in 1930s. He would spend his days riding, evenings eating artichoke hearts, drinking kirschwasser and reading Baudelaire by an oil lamp.



**AFTER FIRST BLAST** of A-bomb at Alamogordo, N.Mex., Oppenheimer chats with New York Times Science Reporter William Laurence. Oppenheimer directed bomb production at Los Alamos.



**LONG HAIR** distinguished Oppenheimer from his college days almost until the start of World War II. He is shown above with Dr. Millikan. Since the Los Alamos days Oppenheimer has worn crew cut.



**OFFICIAL THANKS** to University of California for atomic research is received by Oppenheimer, wearing now well-known porkpie hat, from General Leslie Groves at a Los Alamos ceremony in 1945.

## ONETIME LEFTIST CONNECTIONS



JEAN TATLOCK



JOE DALLET



F. OPPENHEIMER



THOMAS ADDIS



HAAKON CHEVALIER



KENNETH MAY



STEVE NELSON



PAUL CROUCH



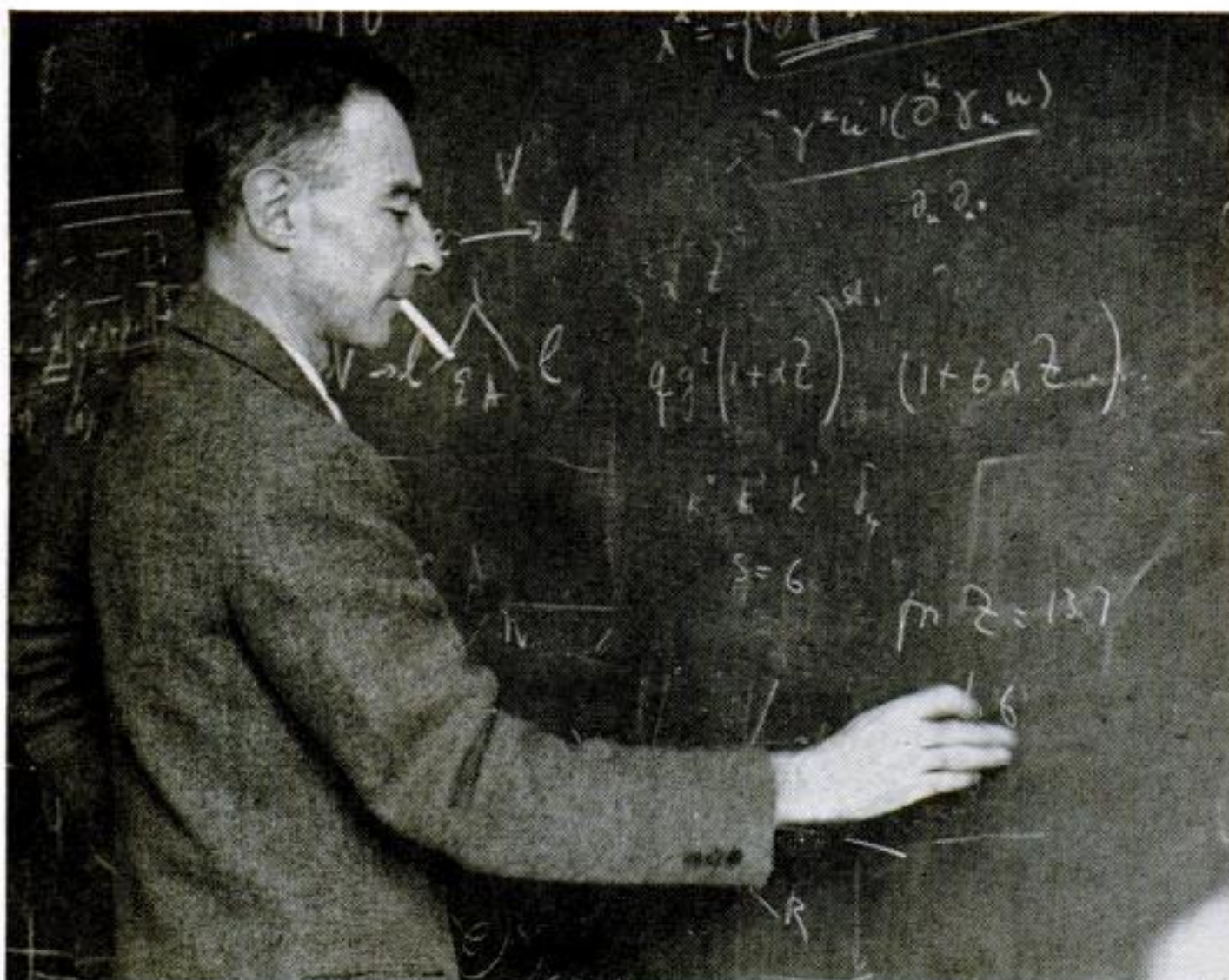
DAVID HAWKINS



W. SCHNEIDERMAN

One of the first Communists known to Oppenheimer was Jean Tatlock, to whom he was briefly engaged around 1936. Joe Dallet, former husband of Mrs. Oppenheimer, was a party member killed in Spain. Dr. Oppenheimer's brother Frank was a party member in 1937-40. Oppenheimer gave money to Spanish Loyalists directly through Addis. According to Oppenheimer, Chevalier sounded him out about passing technical information to the Russians but Oppenheimer refused. May, Nelson, Hawkins and Schneiderman, all Communists or former Communists, were said to have been friends of the Oppenheims in Berkeley; Hawkins was later recommended for atomic work by Oppenheimer, who says he did so assuming Hawkins had been cleared. Crouch is a former Communist who says Oppenheimer attended party meetings. Oppenheimer admits discussion of Communist ideas with some of the above.





**AT PRINCETON IN 1947**, his wartime atomic work completed, Robert Oppenheimer resumed academic life as head of the Institute for Advanced Study.



**IN WASHINGTON IN 1949**, Oppenheimer conferred with the late Senator Brien McMahon after defending Atomic Energy Commission against its critics.

## CASE ECHOES A GREAT DEBATE

After the war, from his new position at the Institute for Advanced Study at Princeton, Oppenheimer continued to advise the government on atomic affairs as a member, then as head of the AEC's General Advisory Committee. In 1949, after the Russians' first A-bomb test, he became involved in a great debate: Should the U.S. make a hydrogen bomb?

The proponents, among whom was Admiral Lewis Strauss, now chairman of the AEC (*below*), argued that the U.S. had to have an H-bomb to regain its weapons lead. Opponents pointed out that H-bomb success was problematical, that the project would draw needed personnel and materials from tactical A-bomb development. There were other military, moral and political objections. Oppenheimer and the other members of the General Advisory Committee opposed the project as impractical. But in January 1950 President Truman decided for it. In the charges against him, Oppenheimer was accused of hampering the project before and after the Truman decision. He said he had opposed it initially, but not after "brilliant inventions" had changed the program radically and made it far more successful than could have been foreseen.

As the board weighed the evidence, Defense Secretary Charles Wilson said he doubted that Oppenheimer could again be used in government service. But Vice President Nixon expressed his belief in Oppenheimer's loyalty and his future use. Whatever the truth of the charges and whatever the outcome of the inquiry the situation which involved one of the nation's most brilliant scientific minds was in itself a national tragedy.



**AFTER H-BOMB DECISION IN 1950** atomic scientists met to demand that President declare U.S. would never use it first. Interested observer (*extreme left*) was Dr. E. U. Condon. Last week Condon was revealed to have berated Dr. Oppenheimer for having testified against an associate suspected of Communism.



**THE ATOMIC ENERGY COMMISSION** will ultimately review the security board's findings on Oppenheimer. AEC Commissioners are (*left to right*) Eugene

Zuckert, Henry Smyth, Chairman Lewis Strauss, Thomas Murray and Joseph Campbell. Chairman Strauss, after only four days in office, initiated the inquiry.









**PLASTIC BALLS**, to be tossed to crowd by Oriole players, are loaded into a car before the parade.



**EAGER HANDS** of young fan (left) and old one (right) grab for souvenirs. Club gave away 20,000.



**WIDE-EYED MANAGER** Jimmy Dykes acclaims fans' tribute. At left is General Manager Art Ehlers.



**GIRLS COSTUMED AS BIRDS AND BASEBALLS** LEAD PARADE WELCOMING THE BIG-LEAGUE TEAM AS IT

## BIG-TIME BALL IN BALTIMORE

Baltimore, after 51 years of being a minor-league baseball town, was in a mood to celebrate. The Orioles, a baseball name made legendary in the 1890s by great personalities like John McGraw and Wee Willie Keeler, were greeted as full-fledged members of the American League last week. To welcome them in big-league style Baltimore put on the biggest and

**CLOSING IN ON CAR BEARING THREE ORIOLES, KIDS BEG FOR PLASTIC SOUVENIR BASEBALLS AND COACH**







PASSES DOWN CHARLES STREET. ALMOST HALF A MILLION TURNED OUT TO GET A LOOK AT THE TEAM

most exuberant demonstration since Civil War days with prancing girls (*above*), fancy floats and brass bands. To help mark the occasion Vice President Nixon came over from Washington, schools closed, business took a holiday.

People forgot that the 1954 Orioles were the same team that finished last as the St. Louis Browns in 1953. The ex-Browns forgot it too.

Entering the ball park with cheers still ringing in their ears, they rose to the occasion, beating the Chicago White Sox, 3-1. "It was great," said Outfielder Vic Wertz, who struck out for the sixth time in three games and still heard friendly voices from the bleachers saying, "Don't worry, Vic." After that, he said, "I knew everything was going to be all right."

FRANK SKAFF (FRONT SEAT) TOSSES ONE WHILE TWO OTHER TEAMMATES PERCH ON BACK OF SEATS



MUSTACHIOED FANS representing Orioles of 1890s join "future Orioles" greeting Vice President.



BAD NEWS, hit by Chicago's Chico Carrasquel, opens the game and fills the ball park with groans.



GOOD NEWS, a home-town homer, rouses fans who cheered anyway whenever an Oriole swung.





**FIRST SERENADE** in the U.S. was spontaneous burst of song for Mayor Robinson of San Francisco.

## KOREAN TYKES SING FOR AID

**Choir finds charity tour a lark**

Last week 25 well-scrubbed, winsome young Koreans were singing their way across the U.S. They were members of the Bongsunwha (Balsam Flower) or Korean Children's Choir. Here on a tour of 50 cities, they will help the American-Korean Foundation, in a drive that starts next week, to raise \$10 million for some 76,000 war orphans back home. But the singers in their first few days found the U.S. had much more than money to offer. It had inner-spring mattresses, escalators, Easter rabbits and whirling helicopter hats—frills that many less fortunate children in Korea would gladly forego for a steaming bowl of plain rice.



**THE THREE MALE MEMBERS OF CHOIR, WEARING HELICOPTER BEANIES, TRY OUT TOY PISTOLS WHICH**



**MAGIC STAIRWAY**, a department store escalator, was girls' most exciting discovery in San Francisco. Other top attractions: dolls, goldfish and a polar bear.



**HOTEL LIFE** with mirrors and big bouncy beds delighted girls, who sleep six to a room. Their upper-class homes in Korea do not have such luxuries.





THEY DISCOVERED IN A SAN FRANCISCO STORE



**LONG-EARED FRIEND** encountered by choir in store holds Lee Sook Young, 7, youngest of group.



**A GAY ROMP** delights girls at Statue of Liberty in New York. Some danced, singing, "How

Do You Do, Lady, How Do You Do," while others (background) combed lawn for four-leaf clovers.





DRAW THREE



STAND PAT



DRAW ONE



DRAW TWO

**GAME OF SKILL** is what California attorney general has called poker. This sample round demonstrates why. First three hands make routine draws. In view of these draws, a skillful fourth player should keep ace instead of dropping three cards.

## POKER WINS OVER PRAYERS

### Gardena elects three of a kind

The poker clubs which flourish in Gardena had long been a thorn to local churchmen who believe it a short step from gambling to Gehenna. But they could take no legal action because draw poker is considered a game of skill (*above*) and is exempt from state antigambling laws. Recently, however, when three seats on the five-man city council came up for election the anti-poker forces saw a chance to outlaw gambling locally by electing three candidates of their own. In a fiery campaign "dens of viciousness" were attacked with prayers, parades and pamphlets. But last week, three pro-poker men were overwhelmingly elected and the poker clubs, which provide more than one third of the town's tax income, still held all the aces.



KNEELING IN CHURCH BEFORE ELECTION, ANTI-POKER ADHERENTS PRAY FOR GAMBLING'S ABOLITION



**SEIZING PAMPHLETS**, officer tells Rev. H. E. Kuester law forbids campaign handouts in street.



**ANTI-POKER PARADE**, led by churchmen carrying flags, moves down Vermont Street toward

Poker Clubs. With 12 candidates running, odds against their winning three needed places were 5 to 1.

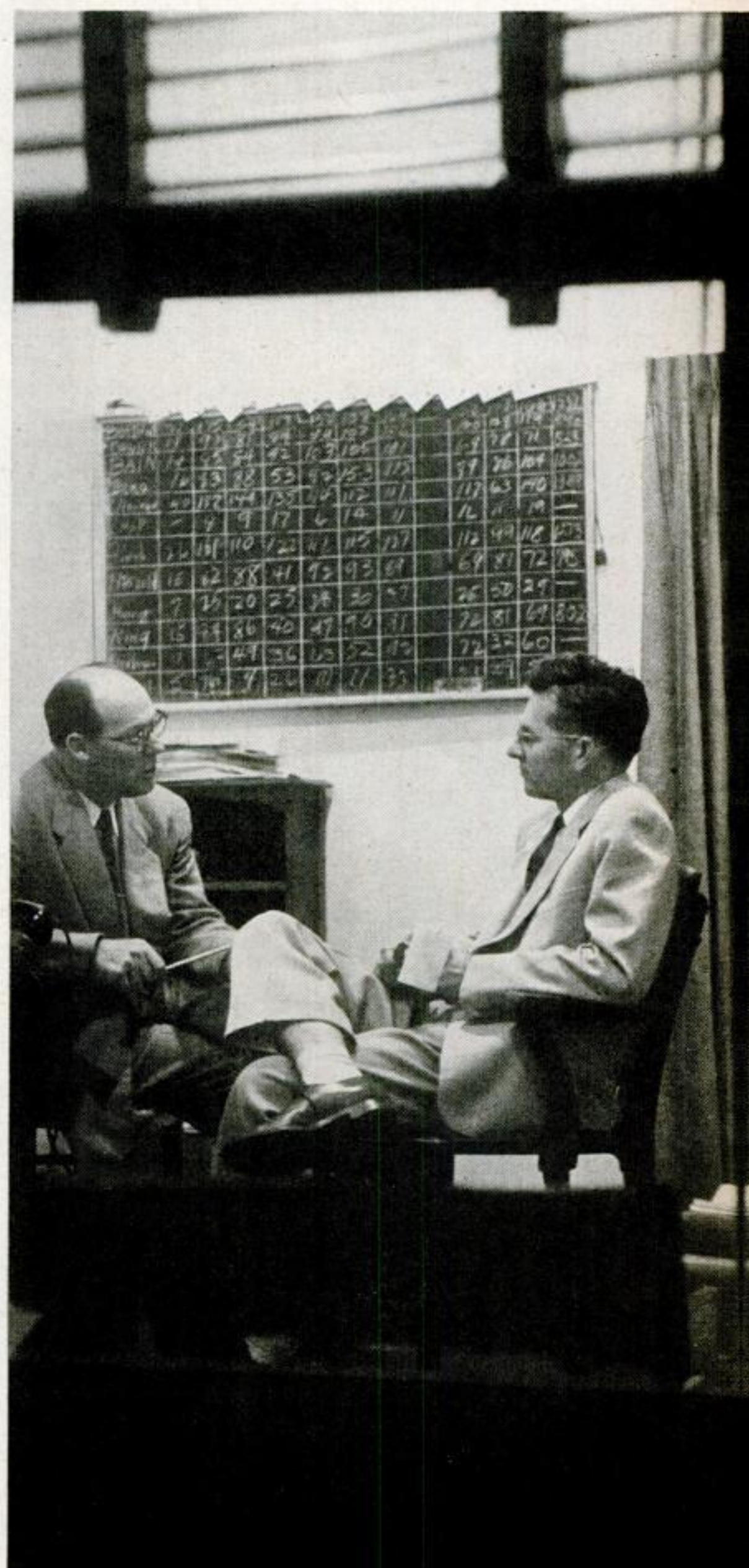




IN MONTEREY CLUB WHICH NETS ESTIMATED \$15,000 A WEEK RENTING TABLES, GUESTS ENJOY POKER



**JOVIAL WINNER**, Harry Klassman, who owns Embassy Club, beams after getting news of victory.



**GRIM LOSERS**, Rev. Karl Oelschlager and Rev. Carl Pike, who helped lead fight, discuss the defeat.



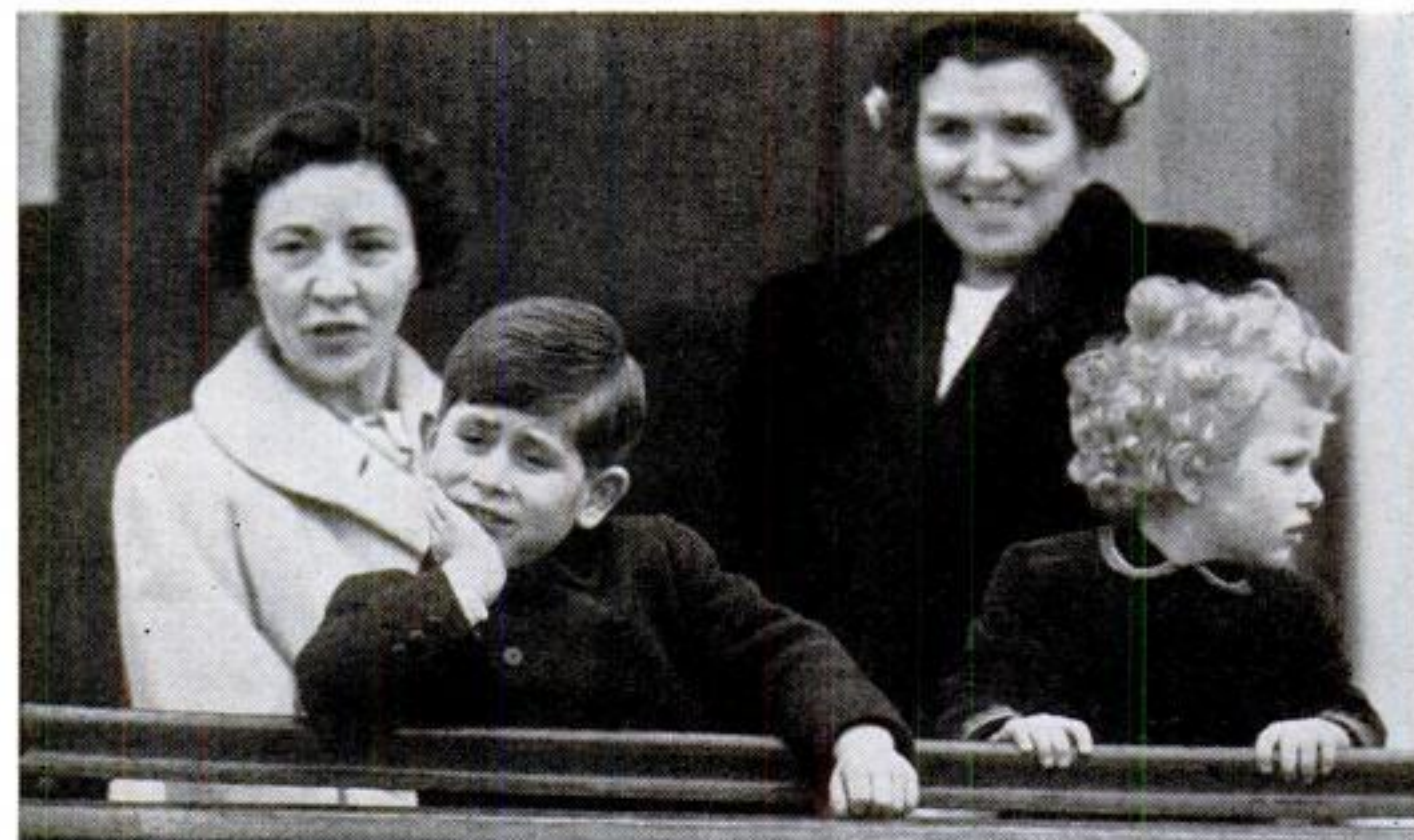
**PRO-POKER STAGECOACH** equipped with a loudspeaker is used as campaign vehicle by Adams

Bolton, a prominent Gardena businessman who declares, "The clubs do a lot more good than harm."





QUEEN (BACKGROUND) OPENS PARLIAMENT IN LAVISHLY DECORATED HALL



BACKED BY THEIR ATTENDANTS, ROYAL CHILDREN SAIL TO MEET PARENTS

## CEYLONESE CEREMONY

It greets queen who will soon greet her children

In Ceylon, on the last leg of a six-month royal world tour, Queen Elizabeth and her husband, the Duke of Edinburgh, last week encountered a gaudy welcome out of proportion to the size of the country, which is the queen's youngest and smallest dominion. The royal couple was greeted with the noise of festival drums and conch shells by delighted Ceylonese, who turned out in everything from bright saris to ceremonial robes and wigs. The queen returned the compliment by officially opening Ceylon's parliament in a hall festooned with 40,000 yards of colored cloth (*left*). Meanwhile Britain's 5-year-old Prince Charles and 3-year-old Princess Anne, looking more grown up (*above*) than when their parents last saw them, sailed from England to meet their mother and father in Africa.



CEREMONIAL DRUMMERS, who signaled queen's arrival for the opening of parliament, peer into hall through a rear entrance as queen delivers her speech.



BUDDHIST MONKS in their saffron robes (*center, foreground*) join Catholic priests (*left*) and Protestant clergymen (*rear*) to hear the queen salute Ceylon.







## IT IS UNDER ITS OWN STEAM, BUT IT STILL NEEDS REFORM AND U.S. LEADERSHIP

There is one odd feature of the U.S. recession: it is just about the only recession in the whole free world. With our enormously higher standard of living, Americans have no reason to envy anybody else's economy, not even Western Europe's. The fact remains that 1953 was the best year in Western Europe's history as well as in our own, and that while our basic business indexes have been wobbling downward, theirs have continued to point up.

For example, the British Chancellor of the Exchequer has just presented his budget for the coming year and has had to take the sound but unexciting position that he doesn't want to change a thing. All the signs, said Mr. Butler, are pointing in the right direction. British production is at record levels, and there was also another very healthy addition to the gold and dollar reserves in March. The dollar shortage is virtually a thing of the past. Unlike our 1949 recession, which struck the British economy all of a heap, our current recession has made scarcely a dent in Britain's economic progress.

In Western Germany the miraculous Erhard boom also continues without interruption. Its 1954 production is running 4% or 5% ahead of 1953. Nor are the leaders of Germany letting well enough alone. To stimulate capital markets, they have just put in a striking tax reduction, which brings Germany's corporate income tax well below the U.S. level. Chancellor Adenauer and Economics Minister Erhard have just made highly successful goodwill tours abroad to insure that Germany's export boom continues to cause trouble to her competitors, including the U.S. During Erhard's visit to Peru, an American exporter complained, "Peru is fast becoming a buyers' market for us Americans." But a Peruvian businessman rejoiced, "*Qué diferencia!* He [Erhard] does not talk to us as if we were beggars looking for handouts."

The Swiss are in their ninth year of continuous boom. The Dutch are prospering. Even Austria and Greece have conquered inflation and overcome their dollar shortage; Austria's recovery, stimulated by massive tax reductions, is in its somewhat desperate context even more spectacular than Western Germany's. Italian industry has had a hypodermic in the form of Po Valley natural gas discoveries, while southern Italy shows the first signs of new economic ferment since the 11th Century. France, to be sure, is still the Long Island Rail Road of the European economy; it gives satisfaction to nobody and requires continued subsidy, but nevertheless it runs. Western Europe as a whole, including Britain, produced an all-time record of 75 million tons of steel last year and is producing at a slightly higher rate today. Its dollar exports are up 25% and it is much closer to feeding itself, with a good crop year behind and another ahead.

## Same old handicaps

Yet this is only half the story. For Europe is still operating under self-imposed handicaps which seem crazy to an American and which have kept it from producing anything like the wealth and incomes it could. Disunity, monopoly and timidity are still the prevailing market norms. The key question about Europe therefore is still whether it can reform its obsolete institutional framework. The news is that many Europeans are trying to—and *may* succeed.

In Italy, for example, the economic strait jacket designed by Mussolini still loads payrolls with unnecessary and underpaid workers, while government or private monopolies control everything from matches to bananas. But an increasing

number of Italians are getting hep to what's wrong and are trying to do something about it. They were given new heart and direction by a recent speech of Don Luigi Sturzo, the founder of the Christian Democratic party, who launched a basic attack on the whole philosophy of statism and called for new freedom, new private responsibility, new incentives, a new acceptance of risk. This speech, said Rome's *Il Tempo*, "is destined to become one of the most important and precious pages in the annals of the Italian parliament." Maybe it will; if it doesn't, as Don Luigi himself warned, "the time will come when we will all be civil servants . . . a host of irresponsible people."

The French are hampered by an overvalued currency, the atrophy of competition and chronic political ailments. Even so, the government has managed to adopt a tax scheme to stimulate oil wildcatting and research somewhat resembling the U.S.'s depletion allowance which has made so many Texas millionaires. There is oil in Alsace, near the Pyrenees, and in North Africa, where new drilling is taking place. Germany too has discovered the virtues of wildcatting and has quadrupled its domestic oil production since 1947. From the Sahara Desert to the Scotch highlands there is fresh exploration of ores and minerals; the industrial expansion of Scotland is partly based on newly discovered insulating and building materials and diatomite, a widely useful organic sludge. The Scottish boom, incidentally, has begun to reverse the flow of emigration for the first time in 300 years.

## Wanted: a U.S. lead

The European boom is uneven and precarious. It is partly based on the pure luck of the terms of trade. It could not survive a serious U.S. slump. The accompanying signs of economic reform are as spotty as a field of crocuses. Nevertheless, two thorough economic reports—that of OEEC and of ECE—agree that further expansion is perfectly possible, and without resort to inflation. It all depends on policies, both in Europe and in the U.S.

The British budget, for instance, contains a new kind of tax incentive for new investment—not much, but another step in the right direction. The Tories, having decontrolled the home market, are also trying to free the pound abroad; they have reopened the old London gold market after 15 years and have made it easier for foreigners (though not yet for Englishmen) to convert pounds into dollars. The Dutch have liberalized their capital market. Jean Monnet, president of "Schumania" (the six-nation coal and steel market) was in Washington last week seeking a loan for modernization and moral support in his fight for free markets and European unity. Erhard continues to preach economic freedom wherever he goes: "Europe must have a free economy if Europe is to be born at all."

All these signs and slogans of freedom and reform ought to be more than welcome in the U.S. They may well come to nought, and Western Europe may relapse into stagnation, if the U.S. refuses the economic leadership which Europe needs, to give its scattered efforts coherence and confidence and to rally the many latent friends of free enterprise in every country. Meanwhile let us stop thinking of Europe as a hopeless case. Far from it! It is showing not only a remarkable economic resilience, but even some ability to diagnose and correct its own faults. If we could help Europe complete a new framework of economic freedom, we would have a mighty partner in the long task of spreading the secret of wealth to the rest of the world.



# Bottoms Up!



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Finest ingredients...carefully cooked...easy to manage...Campbell's Soups are perfect for Baby when he's about a year old. All his life he'll enjoy them.

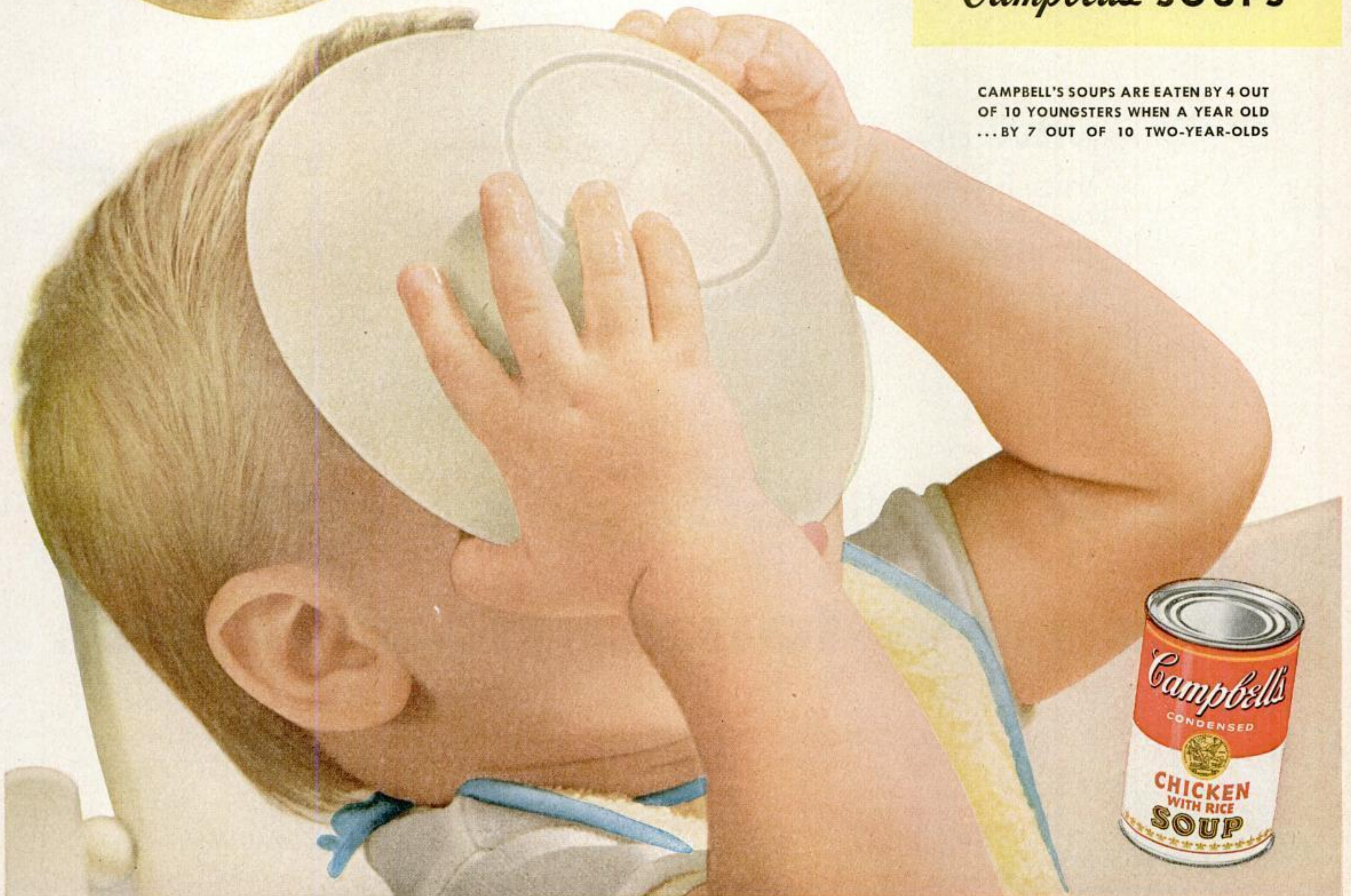
## SUGGESTED SOUPS FOR BABY

Tomato	Chicken with Rice
Vegetable	Chicken Noodle
Vegetable Beef	Cream of Celery
Vegetarian Vegetable	Beef
Beef Noodle	Green Pea
Cream of Asparagus	Scotch Broth

Variety...flavor...carefully selected vegetables...tender meats and chicken...fine meat stocks. An ideal way to prepare these good soups for your Baby is to add an equal quantity of milk.

*Campbell's* SOUPS

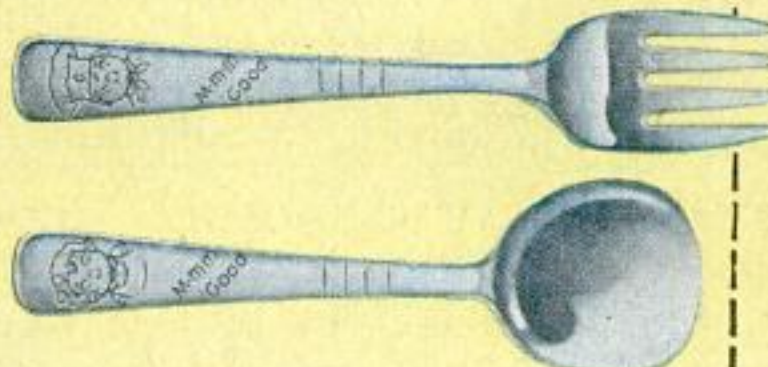
CAMPBELL'S SOUPS ARE EATEN BY 4 OUT OF 10 YOUNGSTERS WHEN A YEAR OLD...BY 7 OUT OF 10 TWO-YEAR-OLDS



## SPECIAL OFFER

### New Design BABY SPOON AND FORK SET

Distinctive William A. Rogers quality silver plate by Oneida Ltd., Silversmiths, value \$1.75. Shapes approved by pediatricians. Cute Campbell Kids on handles. This pair sent postpaid for 2 Campbell's Soup labels and 50c (cash—no stamps). Get them for your baby! Offer good in U.S.A. and Canada.



MAIL TO CAMPBELL SOUP COMPANY, BOX LL766, CAMDEN 1, N. J.  
Please send me \_\_\_\_\_ Baby Spoon and Fork Sets. I enclose 50c cash and 2 Campbell's Soup labels for each set.  
(Please PRINT your name and address)

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

In Canada: Mail to Campbell Soup Co. Ltd, Box 153, Niagara Falls, Ontario.

Offer expires Aug. 31, 1954







NOW give your family  
this New Enriched Spread!

Science captures more goodness  
from Nature's gardens...

# NEW Enriched NUCOA is new-found goodness..

New enriched Nucoa  
is the only leading  
margarine with the  
wholesome color which  
comes from carrots rich in  
Vitamin A. Yes, Nucoa gives you  
more goodness from  
nature's gardens!



Science's newest advance in table spreads is wonderful for your family. *New enriched Nucoa!* It's full of nature's mellow goodness. . . .

Everything about it is good: . . . made with sweet skim milk that is doubly-pasteurized for easy digestion—and extra-light vegetable oils that are pure and fresh every day! Then *enriched* for the glorious glow of health!

Richer in milk-minerals than the most expensive spread! Yes, every golden pat of Nucoa gives your family today's better eating—for better health.

Rich in vitamins from glowing vegetables—Even Nucoa's fresh





### MORE GLOW OF HEALTH FOR YOUR FAMILY!

Yes . . . nature's goodness is captured in New enriched Nucoa! It gives your family almost *twice the milk-minerals* found in the most expensive spread. Nucoa

gives them the Vitamin A enrichment and wholesome color that comes from golden carrots! Help yourself to delicious Nucoa—good for all your family, even the baby!

## ..digestible even for babies!\*

color comes from wholesome golden carrots, so rich in Vitamin A. Essential for good skin, good vision, good health!

**And rich in Vitamin D**—just 2 ounces of enriched Nucoa gives your child 62% of his day's need of both Vitamins A and D.

**Here's new joy of eating** that embraces all your family—\*for New enriched Nucoa is good for babies from six months up! As digestible for your loved ones as wholesome milk or bread.

Smooth and luscious *on* bread — heavenly *in* your cooking and baking. Today, discover New enriched Nucoa for yourself!

**NEW Enriched NUCOA®** —so good it's digestible even for babies!



Science's newest methods protect Nucoa's purity... blending and wrapping is automatic. New enriched Nucoa margarine is truly fresh! . . . shipped fresh every day. Never a pound is kept in cold storage!



# WHAT GOES ON IN A WHISKEY BARREL



by  
**J. P. Van Winkle**  
President  
**Stitzel-Weller**  
Distillery  
Louisville, Kentucky  
Established 1849

Want in on a secret? Only two distillers make whiskey that's fit to drink.

They're Mother Nature and Father Time.

We give these two partners a free hand in our original open-tub, sour mash process. All we do is help them along.

Take the matter of aging . . .

In 6 days, thereabouts, we convert Nature's grain to the crystal liquid which bubbles over our tail box as **NEW FITZGERALD**.

But Father Time requires at least 208 patient weeks to color it amber, gentle it to taste, and turn it into **OLD FITZGERALD**.

We furnish the old gentleman only new, heavily charred white oak barrels. The char only clarifies and purifies. What actually does age and color the whiskey is the thin layer of "caramelized" oak which lies just behind the char, and is formed in the stave at burning.

Our wooden warehouses are the open-rick type, designed to take full advantage of the Kentucky climate which, like our water, is unsurpassed in whiskey-making.

Our 2,944 warehouse windows are opened each clear morning to permit the whiskey to "breathe." Our window crew alone costs us \$14,000 a year.

But what's the sense of being located in the world's best whiskey-aging climate without taking full advantage of it?

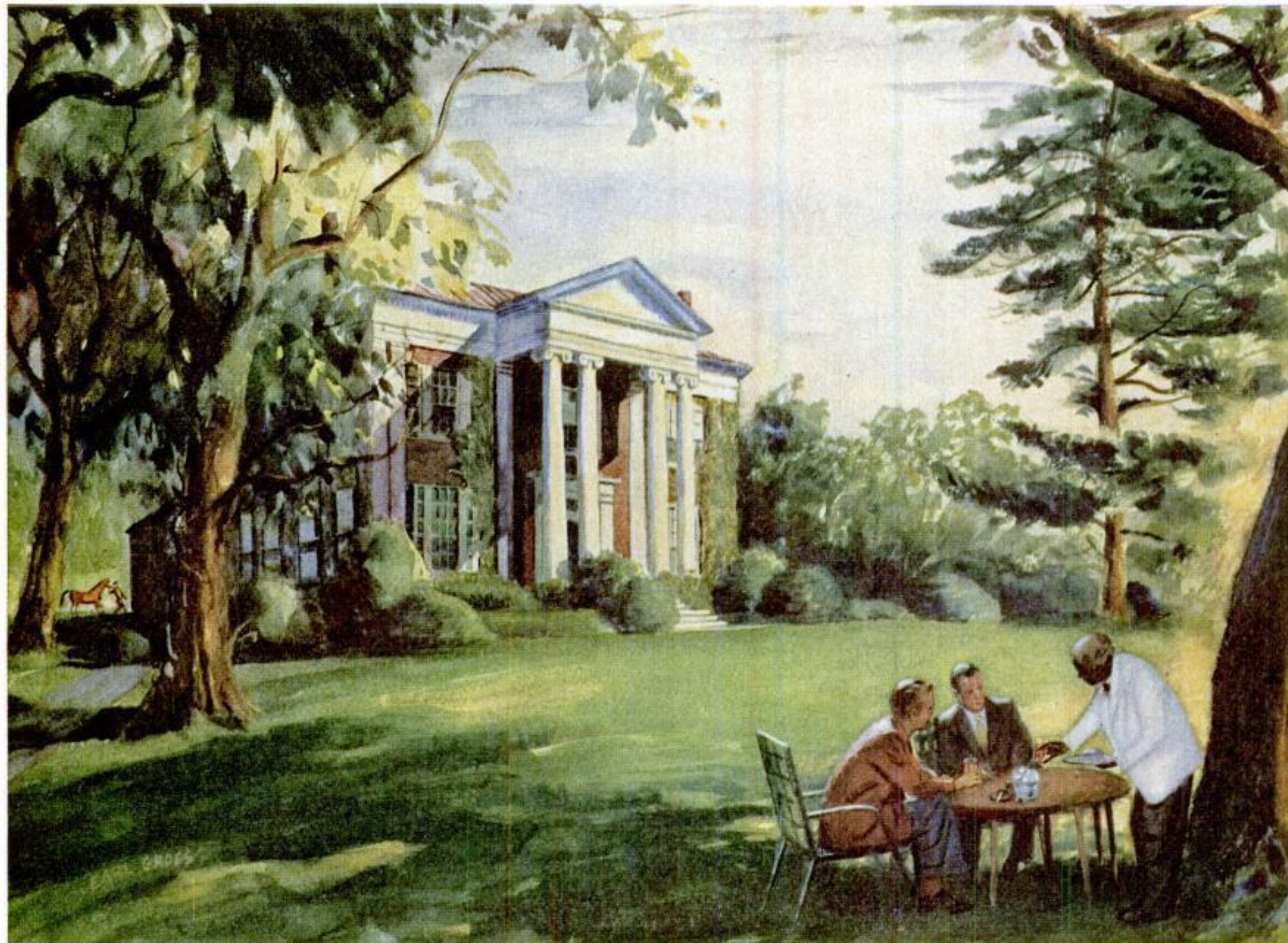
No one uproots an oak to promote its growth, so we do not move the barrels or agitate the whiskey in any way—except to recooper an occasional leaker.

In fact our aging method—working slowly and patiently with Time and Nature—is unique in the industry, and accounts for more than a little of **OLD FITZGERALD**'s unique character.

This generous flavor has special appeal to the thoughtful host who likes to mix a bit of moderation with his hospitality.

By serving the *best*, never the *most*, he compliments both himself and guest, and compensates with additional enjoyment what he wisely limits in number of drinks.

We invite you to join this inner circle who have discovered **OLD FITZGERALD** for themselves and find it pleasant to share, in moderation, with associates and friends.



"Castle Lawn," Fayette County, Kentucky

## Your Key to Hospitality

Kentucky hosts of long ago pleasantly mingled gentle manners with friendly tasting whiskey to establish a heritage of hospitality which has endured to this day. The same traditional bourbon which made Kentucky whiskeys famous is still produced in the authentic sour mash manner . . . is still yours to enjoy.

# OLD FITZGERALD



**Kentucky Cold Toddy**  
Place in an old fashioned glass, the larger the better, one-half teaspoon sugar. Add sufficient water to melt. Then add two or three ice cubes and 1½ ounces of **OLD FITZGERALD** and a twist of lemon peel.

BONDED  
100  
PROOF

STITZEL-WELLER DISTILLERY

ESTABLISHED LOUISVILLE, KY., 1849



# DIENBIENPHU ON THE PHONE

A wife talks to her new general

In the sullen city of Hanoi, 175 miles from the bloody cauldron of Dienbienphu, blond Jacqueline de Castries, the wife of a great soldier, last week made a telephone call. She talked to her husband, Christian de Castries, whose encircled garrison had withstood 4-to-1 Communist assaults for a whole month. They had something good to talk about: the French government, after some incomprehensible foot-dragging, had decided to make Colonel de Castries a brigadier general.

But at Hanoi the French worriedly studied Dienbienphu's lengthening columns of grim statistics: casualties topping 2,500 men, 800 of them dead, precious aircraft gone, yards of ground lost in bitter fighting. By last week the Communists had driven within 800 yards of De Castries' command post and the tragic situation in Indochina was stirring anxiety and action far off in the capitals of the West.



**THE WARRIOR'S WIFE** packs comforts—soap, cigarettes, dysentery pills—for air-drop to husband.

**VISITING THE WOUNDED** at Hanoi, Madame de Castries gently advises, "Be sure to take it easy."



**IN RADIO-PHONE CHAT** with husband inside Dienbienphu, Mme. de Castries was gay and talked

of family matters to cheer him, afterward said, "His voice is tired but he sounds better than yesterday."

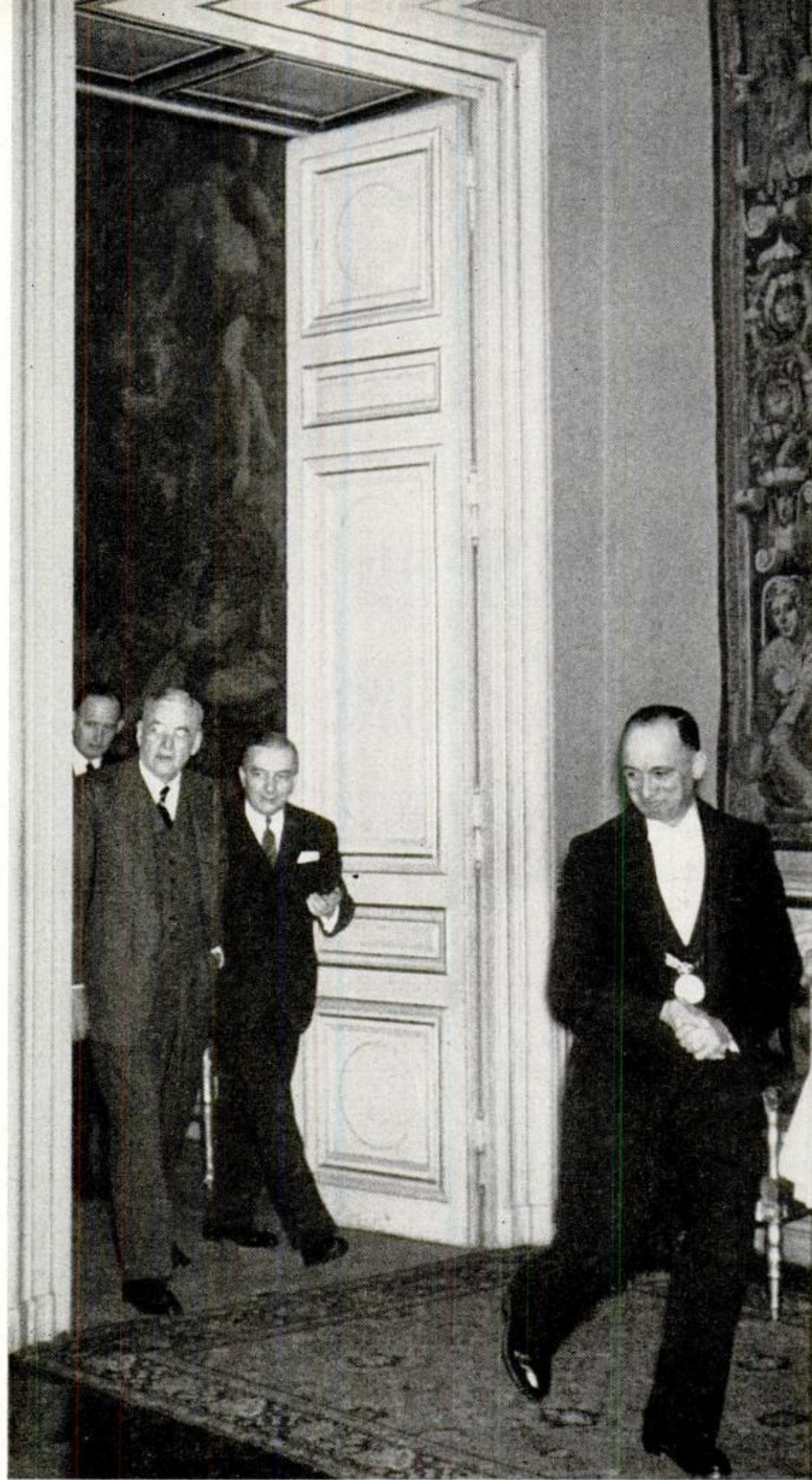


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**IN LONDON,** Dulles arrives at the Foreign Office to consult with Eden, pauses in anteroom to study newspapers beneath portrait of George II.



**IN PARIS,** Dulles emerges from an office at the Quai d'Orsay with Foreign Minister Georges Bidault (center) as an attendant precedes them with a dainty buck-and-wing.



**HOME AGAIN,** Dulles strides to microphones at Syracuse, N.Y. airport to make post-trip statement.

## DULLES SEEKS A WAY TO DEFEND THE EAST

The military crisis in Indochina came—as the Communists intended—on the eve of the Geneva conference. It brought Secretary Dulles flying to Europe in an attempt to stiffen London and Paris into taking a firm, anti-Communist stand in Southeast Asia before Geneva. Dulles did not accomplish that, but he got enough to make his 100-hour round trip worthwhile: a British and French agreement that they would consider a common defense organization in the East similar to NATO in the West.

A measure of Washington's intense concern over the crisis was expressed by a "high official," later identified as Vice President Nixon. He told a group of newspaper editors that the U.S. might have to send troops to Indochina if the French were unable to hold out alone.



**OFF FOR A WEEKEND,** Dulles climbs into an amphibian for flight to his Lake Ontario hideaway.



# Add Spice to your Life

## Old Spice

### FOR MEN



Add spice to your life—with Old Spice. The superior quality of these shave and grooming needs makes you look and feel your very best. And that brisk, crisp Old Spice scent *adds* zest. Try it—and see.

Stick Deodorant, 1.00 • After Shave Lotion, 1.00 • Shaving Mug, 1.25 (Refill, .75) • Pressurized Smooth Shave, 1.00 • Shaving Cream, Brushless or Lather, .50

**SHULTON**

New York

Toronto

Prices plus tax except on Shaving Cream and Soap



# LIFE ON THE NEWSFRONTS OF THE WORLD

**Left-winger Bevan quits Clement Attlee's team, Albert Anastasia loses citizenship, a flood hits Texas**

Britain's most fiery and famous left-winger, Aneurin Bevan, dramatically resigned from the Labor party's "shadow cabinet" in which he has rebelliously served for three years. Bevan quit because Clement Attlee's moderate wing of the Labor party failed to oppose British support of EDC, West German rearmament and the U.S.-sponsored scheme for an Asian defense community (see p. 54). His retirement to Labor's back bench in Parliament came as a hard blow to the already badly split Labor party. It was also expected to make new elections next fall seem more attractive to the Tories, who now had a better chance to increase their slim 19-seat majority.

*Brig. General Charles A. Lindbergh (right) flew to Sioux City, Iowa with General "Tooney" Spaatz and three other members of a commission assigned by the Air Force to pick the site for the "West Point of the Air." More than 400 communities are vying to be chosen.*



LINDBERGH

## Spy chief gives up down under

Vladimir M. Petrov, third secretary of the Russian embassy in Canberra, Australia and an officer in the Soviet secret police, sought political asylum in Australia last week. In return for it he gave complete details of a Communist spy ring flourishing there. From first reports of his disclosures there was no indication that the Reds had cracked the security system at Australia's atomic research centers or at Woomera guided missile testing range.

The lower Rio Grande valley, which like great areas in the West and Midwest had been suffering from drought, finally got a Texas-style gullywasher which went on to become a flood. Fifty square miles were covered with water up to three feet deep, driving 500 families from their homes and endangering \$5 million worth of cotton and citrus crops. But in dust bowl areas like the Panhandle and Oklahoma conditions were worsening every day.



WATERS STAND QUIET ON FLAT FARMLAND

In Arizona 500 convicts petitioned the governor to let them give their warden, Ted Mullen, a raise out of their own funds to keep him from quitting. State legislators—some of them friends of the previous warden who had been fired—had blocked his raise. The cons' offer was turned down too. The attorney general ruled it would be illegal.

## Curtains for Albert?

Albert Anastasia, whose chief distinction since he entered the U.S. illegally in 1917 was to become known as master strategist for Murder, Inc., last week was stripped of American citizenship. During his long and shady career Anastasia had been accused of masterminding the murder of 63 people, but the murder charges never stuck. Once he spent 18 months in Sing Sing's death house awaiting the electric chair but wriggled free after four key witnesses mysteriously vanished. What finally tripped up the now-wealthy gangster was a lie. He had obtained U.S. citizenship in 1943 by concealing his criminal record and the fact that he had arrived in America by deserting ship. Unless he should again win an appeal, Anastasia now can be tossed out of the country.

*Mrs. Eva Bowring, right, wealthy 62-year-old Nebraska widow who operates an 8,000-acre ranch, was named last week as senator to fill the vacancy left by the death of Senator Dwight Griswold. She will serve until next year but will not run for election to a full term. Nebraska's Governor Crosby, who appointed Mrs. Bowring to her new post, wants to do that himself.*



MRS. BOWRING

## Scandal in the FHA

Trouble in the Federal Housing Administration erupted when Commissioner Guy Hollyday was forced to resign. All FHA records were seized. It was charged that in more than 1,000 housing projects contractors had obtained padded government-insured loans, then put up shoddy buildings and sold them for the high, government-evaluated figure. This drove rents up. Whether Hollyday himself had been at fault was questionable. And there was no clear proof the government had actually lost any money. While Hollyday's associates cried that he was a scapegoat for higher G.O.P. figures, the Senate Banking and Currency Committee asked for \$250,000 to investigate.

Louis Shoulders, captor of the Green-lease killers, was convicted of lying to a grand jury which had been investigating the disappearance of \$300,000 ransom money. He faces a \$2,000 fine, five years in jail.



MRS. GEORGESCU GETS BUSS FROM PETER

## Freedom for boy hostages

The two Georgescu boys, 15-year-old Peter and 19-year-old Constantin, who were used as hostages in a Romanian attempt to blackmail their naturalized American father into spying on the U.S., arrived in New York, seven years after their parents came to this country. The father, Valeriu C. Georgescu, former Standard Oil executive in his native Romania, had been shown pictures of his sons in May 1953 with the notation, "Dear Daddy, please do all you can to help us," and was told he could see his sons within a year if he "collaborated." He refused. His wife broadcast an explanation to the sons: "We have been asked to pay a price that is too high. . . ." After 11 months of secret negotiations by the State Department and a letter written by President Eisenhower, the boys were freed. Said Constantin, "We are very proud. We knew you would not commit an act of betrayal to save us."

*In Idaho state penitentiary, a quiet, cheery-faced man called Harry Orchard (LIFE, May 13, 1950) died at 88, the last principal of a murder trial that rocked the country in 1907. Hired to murder ex-Governor Frank Steunenberg, he blew him up with a bomb. He said Labor Leader Big Bill Haywood had hired him. One prosecutor who tried to convict Haywood was a new U.S. senator, Bill Borah. But Haywood was defended by a young lawyer named Clarence Darrow. He was acquitted.*



ORCHARD

## Red kidnapers strike again

In Berlin Red agents pulled off the most spectacular kidnaping of an anti-Red leader since they seized Dr. Walter Linse in broad daylight in 1952. The victim was Dr. Alexander Truchnovich, head of the National Labor Union, a Russian refugee organization. Western officials believed he had been betrayed by a friend, Heinz Glaeske. A group of people including Glaeske were seen carrying Truchnovich's limp form out of Glaeske's apartment. Walking in front of them was a woman who kept exclaiming, "Oh my! Isn't it a shame—he's so sick. We must get him to a doctor at once."



# Save 2½ hours thawing time!

## Fry Frozen Chicken deliciously tender in 46 minutes

### *Spry makes the difference!*



**Here's All You Do** to Jiffy-Thaw and Fry Frozen Chicken: Heat ½ cup Spry in skillet. Put frozen "block" of frying chicken in skillet, cover, and fry on medium heat for 8 minutes. Turn block of chicken over, cover, and fry for another 8 minutes. Then separate chicken into pieces. Remove giblets. Season chicken. Fry till brown on both sides.

Add ¼ cup water and cook on low heat for 20 minutes, or until chicken is tender. The chickens you fry (fresh or frozen) in Homogenized Spry are always "well done"—richly brown and temptingly tender. If you are ever even *slightly* disappointed, Lever Brothers will return your money.

### Spry makes just about everything you cook taste better!





# A Pleasure to Give . . . a Treasure

**When you think of giving,** why not think of fine whiskey? And when you think of fine whiskey naturally you think of Seagram's 7 Crown. It's America's favorite whiskey... perfect as a birthday,

an anniversary or a "thank you" present. Giving a bottle of 7 Crown or treating a friend to a drink made with 7 Crown is a splendid way to tell him: "Only the finest is fine enough for you!"

*Give*





to Receive

Seagram's and be Sure





# Baked Pork Chops

*Hunt Style*

Make 'em **your** way...or make 'em **our** way...

but make 'em **delicious**

with Hunt's Tomato Sauce!

**Y**ou can enjoy this delicious dish using either your own recipe for baked chops, or the delicious one here.

And that's the nice thing about Hunt's Tomato Sauce. It's so handy to have in the kitchen! And your family's going to love its wonderfully rich tomato flavor. For Hunt's Tomato is *all* tomato, seasoned just right. No starchy fillers, no "soupy" taste. That's why men really go for it.

Try these delicious chops. And then use your creative cooking skill and add Hunt's Tomato

Sauce to your stews, meat loaf, casseroles. It helps you *gain flavor* for your cooking!

4 pork chops (1½ lbs.) fat  
 ⅓ cup finely diced celery  
 2 tablespoons brown sugar  
 juice of ½ lemon ½ teaspoon salt  
 ½ teaspoon mustard ⅛ teaspoon pepper  
 2 cans Hunt's Tomato Sauce  
 ½ cup water

Brown chops in fat. Place in shallow greased baking dish. Sprinkle with celery, brown sugar,

lemon juice and seasonings. Pour Hunt's Tomato Sauce and water over chops. Cover and bake in moderate oven (350°F.) 1¼ hours or until chops are tender. Makes 4 servings.



**Hunt-for the best**

**RECIPES FOR YOU!** One on the back of every can of Hunt's Tomato Sauce — at your food store. Hunt Foods, Inc., Fullerton, California.





BEFORE SHOT, PATTON LICKS BALL TO CLEAN IT

## BAREFOOT BOY WITH PLUCK

### Amateur almost wins Masters

Even though he was playing in one of golf's toughest tourneys, Amateur Billy Joe ("Ah was named for both my grandfathers so there'd be no fussin' in the family") Patton carried on as if he were playing a weekend match back home in Morganton, N.C. In contrast to the dour, safe-playing pros at the Masters Tournament at Augusta, Ga., the 31-year-old lumberman swung for the pins with abandon, swapped wisecracks with spectators, behaved like a man determined as much to have fun as to win. As it turned out, he nearly did both.

Gambling freely, Billy Joe led the field at the 36-hole halfway mark, something no amateur had ever done. On the last round, having fallen behind, he shot a hole in one (*next page*) to come right up front again. But a gamble on the 13th hole got him into trouble (*below*). Still Patton finished with 290. The only players who did better were Ben Hogan and Sam Snead, the world's best pros, who tied at 289.



**IN THE CREEK** on 13th Patton pokes for his ball. Gambling, he tried to clear creek, fell short.



**BAREFOOT BILLY JOE** hits pitch shot on fatal 13th. He had taken off shoes to play ball from creek

(*left*), then decided to take penalty. When pitch fell short and he took a seven, he blew his big chance.



# So Fast You Need A Stopwatch To Time Its Speed!



**FAST!** Not much bigger than a toy, a midget racing car is propelled with incredible power as it streaks over the race course in excess of 80 m.p.h! That's fast—so fast you need a stopwatch to time its speed! Yes—and when you drop a Bayer Aspirin tablet in a glass of water, you'll see that it starts disintegrating almost instantly—so fast you need a stopwatch to time its speed. The same thing happens in your stomach. That's one reason why Bayer Aspirin relieves your headache—makes you feel better—fast!

**GENTLE!** Bayer Aspirin is so gentle doctors prescribe it even for small children.

**BEST!** When you buy aspirin, remember—it makes a *LOT* more sense...to spend a *FEW* more cents...to get the *best*. So buy *Bayer Aspirin*.

**GET THE BEST —**

**GET *BAYER ASPIRIN***

Barefoot Boy CONTINUED

LEADING SCORES											
HOLE	1	2	3	4	5	6	7	8	9	OUT	HOLE
PAR	4	5	4	3	4	3	4	5	4	36	PAR
SNEAD	4	5	4	4	5	2	4	5	4	37	
WORSHAM	4	5	4	3	4	3	5	5	4	37	
MANGRUM	4	4	5	3	4	3	4	5	4	36	
PATTON	5	4	4	3	4	1	4	4	3	32	
ROSBURG	5	5	4	2	4	3	3	5	4	35	
BARBER	4	6	5	2	4	3	5	4	4	37	
HOGAN	5	5	3	3	4	3	5	5	4	37	
BURKE	4	5	4	7	4	7	4	5	4	47	

**PATTON'S ACE** stands out as final-round scores are posted. His sensational 32 on first nine tied him with Hogan for lead. He took a 39 on the second nine.



**HOLE-IN-ONE BALL**, hit with a No. 5 iron on 190-yard par three sixth, caught pin on the fly, then lodged snugly, as shown above by Patton next day.

CONTINUED ON PAGE 64





**HOT DAY** doesn't keep this young executive from leaning back and relaxing. The Viracle tropical suit he's wearing resists "chair wrinkles" even on the muggiest days. And he finds his Hart Schaffner & Marx Viracle as cool and comfortable as it looks.

## HOW TO RELAX WITHOUT WRINKLING

Viracle tropical stays cool,  
crisp and creased on muggiest days

Time was when a man who had a dinner date during the summer months either had to dash home after 5:00 and change his wrinkled suit or spend the day cautiously avoiding comfortable chairs. Now the Viracle tropical by Hart Schaffner & Marx has come to his rescue. This handsome summer suit looks as fresh and crisp at dinner as it did at morning coffee. So does the man who's wearing it, for Viracle's exceptionally light weight and open weave are designed for cool comfort on the hottest days.

A blend of 55% Dacron and 45% fine worsted\*, the Viracle tropical virtually refuses to wrinkle—even on the muggiest days. Its trousers retain their press even through a downpour. It requires fewer trips to the cleaners because most spots can be sponged right off without harming its finish. It's a wonderful traveler, too. Occasional wrinkles from packing and day-after-day wear hang out overnight. Moreover, the Viracle wears and wears.

To make your summer a more relaxing and comfortable experience, ask your nearest Hart Schaffner & Marx dealer about the Viracle tropical suit. For the address of the dealer most convenient to you, write Hart Schaffner & Marx, Department L4, 36 South Franklin Street, Chicago, Illinois.

\*Fabric by MILLIKEN.

VIRACLE—Reg. U.S. Pat Off.

**HART SCHAFFNER & MARX** 



**GRAY DAY** brings a shower right at luncheon time, but his Viracle tropical keeps its trouser crease even in the rain.



**HOLIDAY** from the office with an afternoon at his club. His suit, gray-on-gray Viracle, is in the tall, trim Trend styling.

**BUSY DAY ENDS WITH A LIVELY SAMBA AND WITHOUT A WRINKLE →**  
... at the Savoy-Plaza, Fifth Avenue, New York



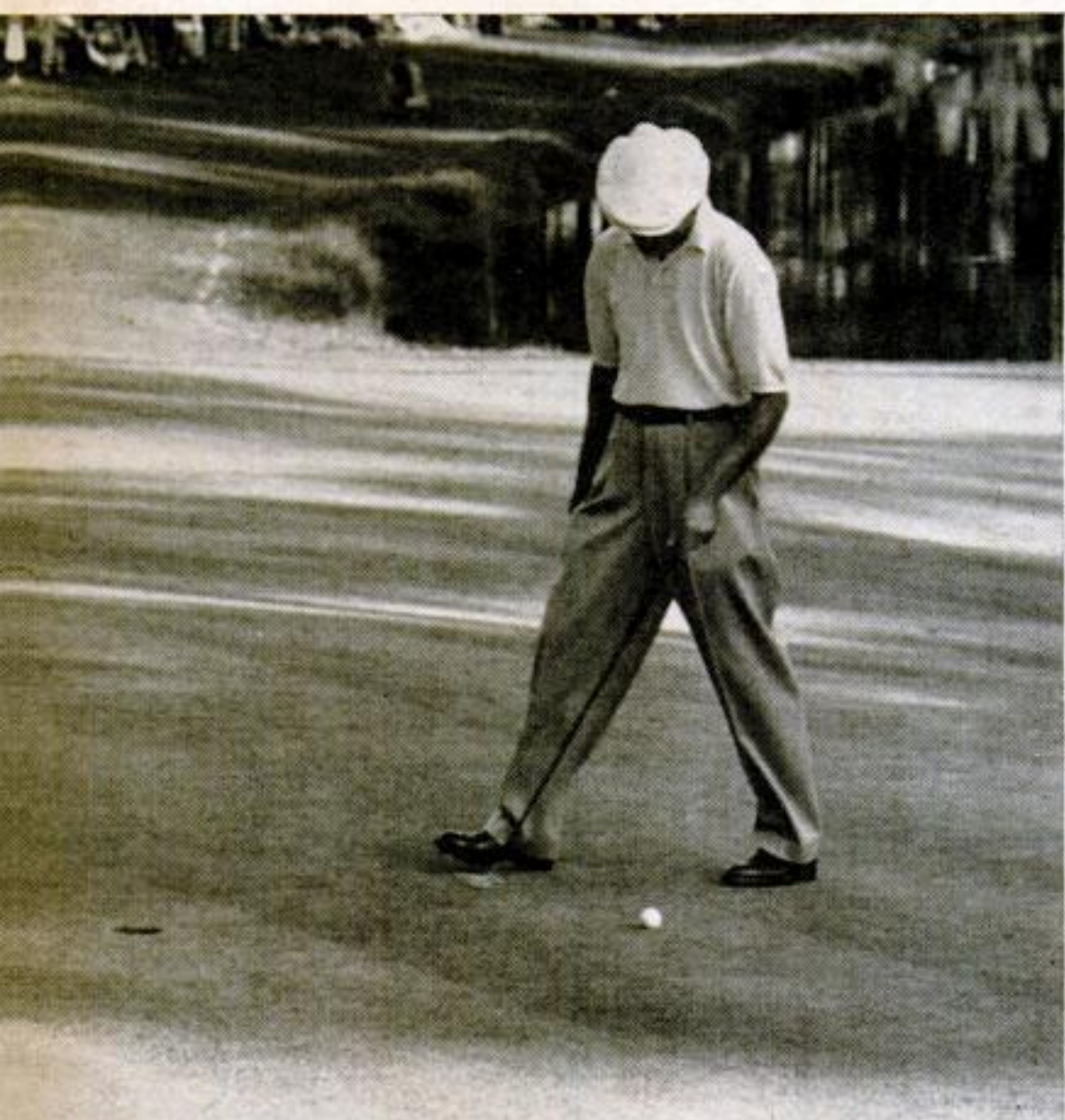




**ON 13TH GREEN** in final round, Hogan shakes club in anguish as an easy putt misses by inches.



**ON 16TH GREEN** in final, Hogan watches the ball roll up to the cup, then stop dead on the edge.



**IN PLAY-OFF** against Snead, Hogan gets set for 30-incher on 16th, misses to fall two strokes behind.

## HOGAN MISSES PUTTS, STEADY SNEAD WINS

In the final round, when Billy Joe Patton's four under par tied him with Ben Hogan for the lead, Hogan decided he had to gamble in order to beat out the carefree amateur. On the 11th hole Ben played a risky long iron and wound up in water. Only later did he learn that Patton had blown up on the 13th. Had he known, Ben said, he would have played safe and short, probably have saved himself a stroke—and eventually a victory.

But in the end it was not Patton but Hogan's

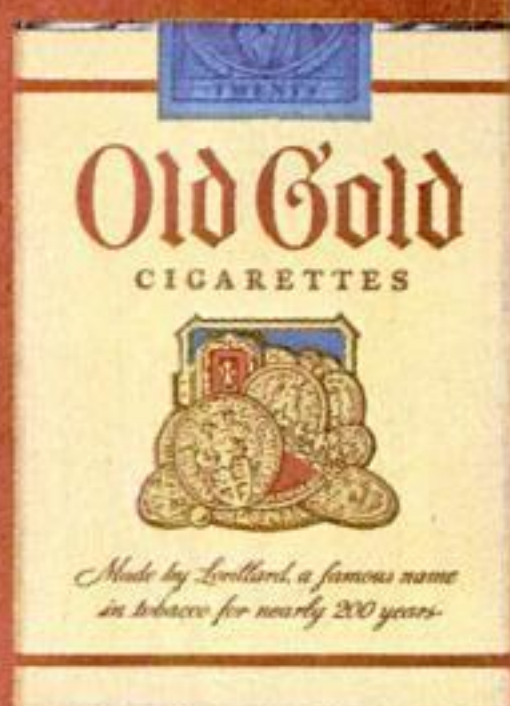
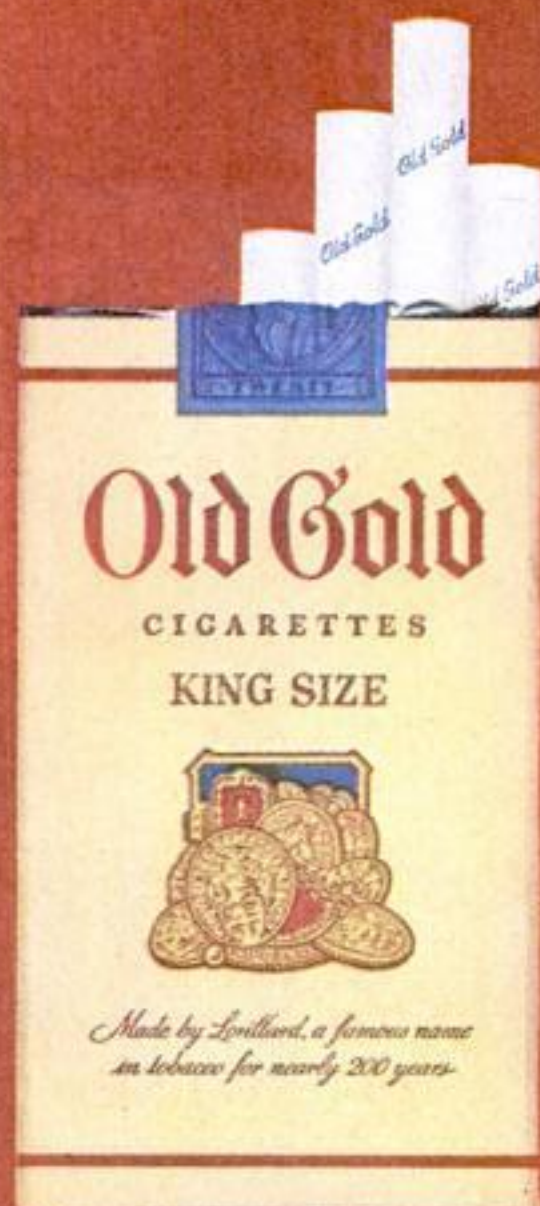
own putting that cost Ben the tournament. In the final nine he missed two short putts (*left*)—sinking either would have won him the Masters—and wound up in a tie with Sam Snead. Then in the play-off against Snead he did not sink one longer than three feet, lost out by missing one of 30 inches (*below, left*). Snead, putting steadily, shot a subpar 70, one better than Hogan, won nearly \$10,000, remarked in his best West Virginia manner, "The sun don't shine on the same dog's tail all the time."



**WATCHING A 20-FOOTER** on the ninth green in the play-off match against Hogan, Snead glares

at the ball as it rolls tantalizingly up to the cup. It stopped at the edge but set up a sure par 4 for Sam.





Since Hector was a pup...

Old Gold has simply  
promised a **TREAT**  
instead of a **TREATMENT!**



FOR A LONG TIME, OLD GOLD has realized that people smoke for comfort and relaxation. That's why you hear no long-winded claims or so-called "testimonials" from us. OLD GOLD claims nothing but the companionship of fine tobaccos. King Size or Regular, you enjoy unmatched quality to suit your own personal taste.



# TORO

## America's most useful

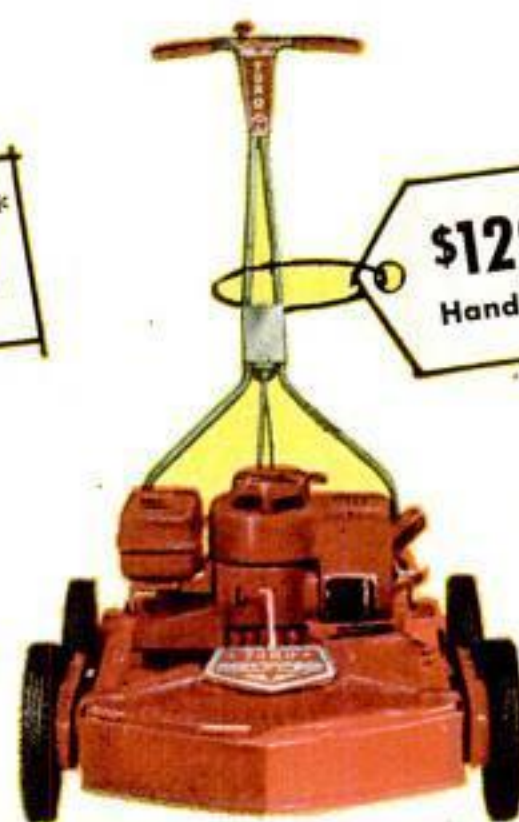


**\$89.95\***  
Complete with Leaf Mulcher

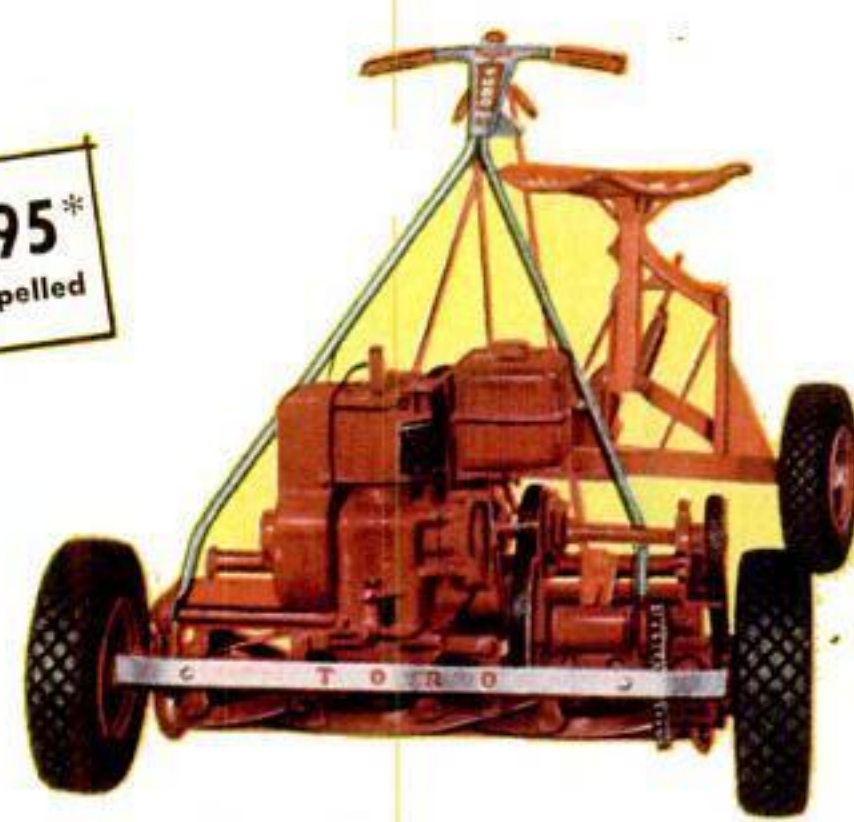
**TORO**  
builds the finest  
power mower  
for every need



**\$139.95\***  
Sportlawn 21



**\$129.95\***  
Hand propelled



**SPORTLAWNS 18 & 21**—Voted "best buy" among reel-type mowers. Power-propelled. Give close scissor-cut on finely tailored lawns. SPORTLAWN 18 only \$114.95\*.

**WHIRLWIND 20**—Also available in power-propelled model (\$219.95\*). Mows larger areas of fine lawn or tangled weeds. Leaf Mulcher Attachment standard equipment.

**STARLAWN 27**—Mows up to 5 acres of grass a day. Exclusive floating reel follows ground contours for a smooth, even cut. Riding sulky optional at extra cost.



# *Whirlwind 18...* home power mower



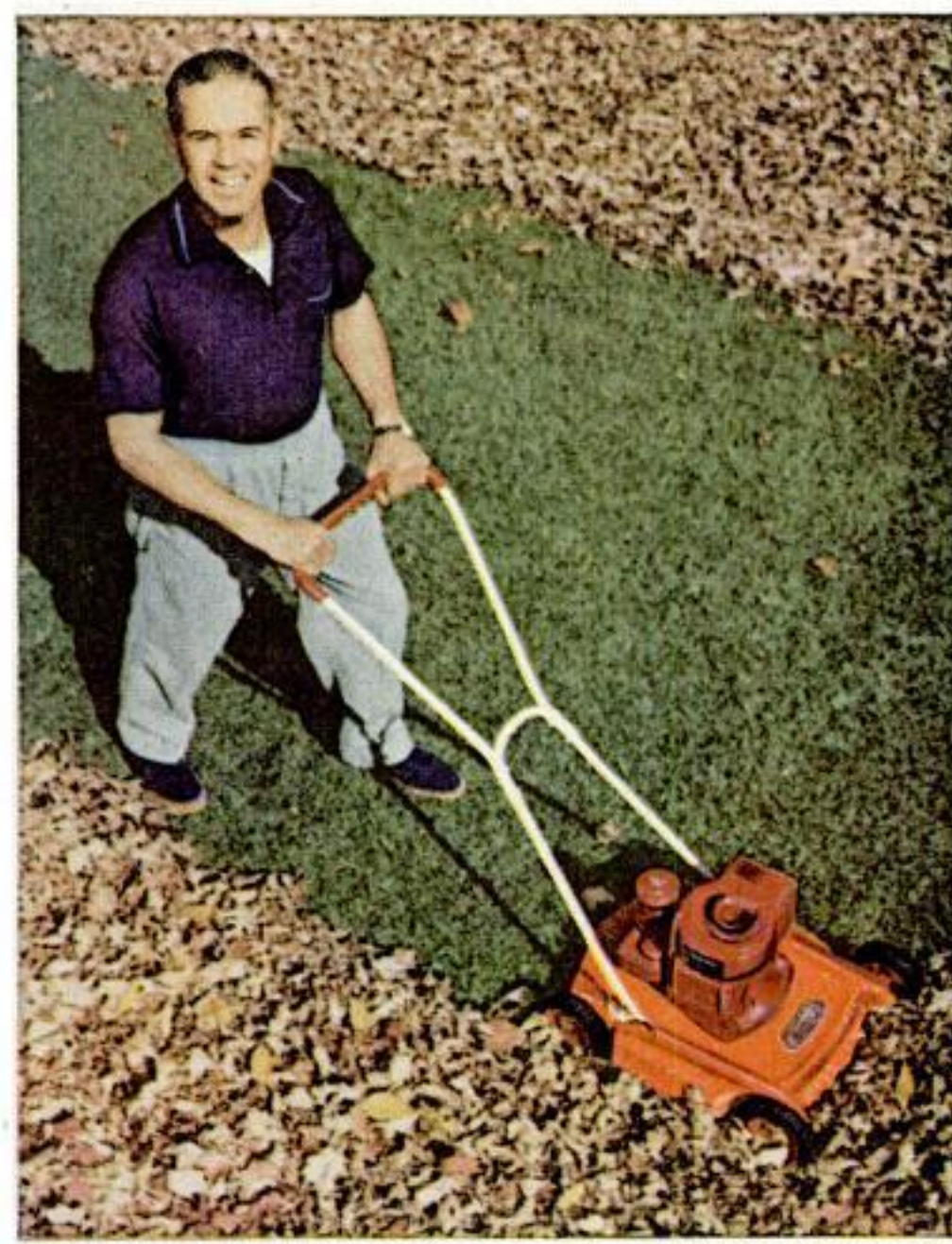
## MOWS GRASS AND WEEDS

Original rotary-blade design has "Suction-Action" of a vacuum cleaner—lifts every spear of grass up straight, clips it off clean. Slashes through the thickest tangled weeds, too, chops them to a fine mulch.



## TRIMS CLOSE

No more tiresome hand trimming! All four wheels are recessed into special housing so blade can cut right up to fences, walls, buildings. "Suction-Action" pulls stubborn spears of grass into cutter.

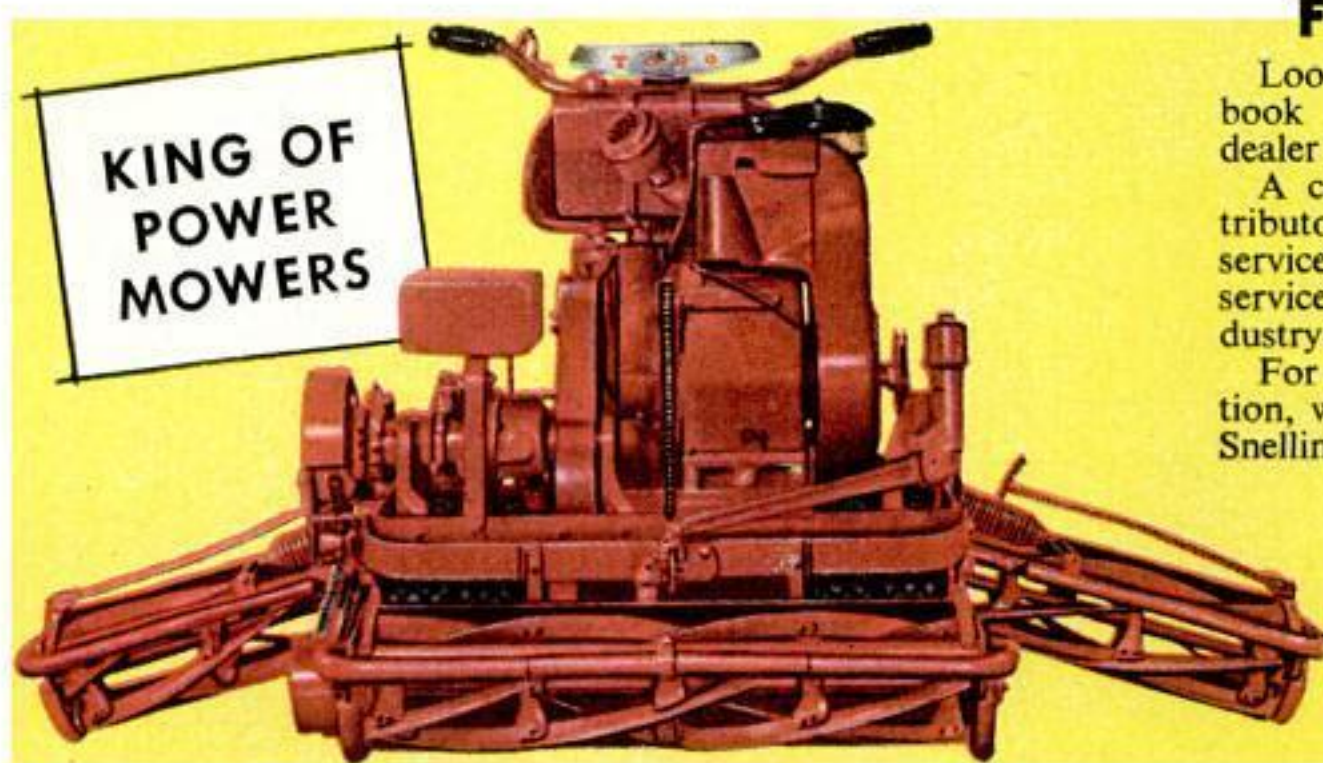


## ENDS LEAF RAKING

Pulverizes 30 bushels of leaves a minute—fast as it mows your lawn! Leaf Mulcher Attachment (standard equipment) holds leaves under housing while whirling blade chops them to fine, healthful mulch.



**WHIRLWINDS 24 & 31**—Built for heavy-duty weed cutting, grass mowing, leaf mulching (attachment extra). Mow up to 8 acres a day.



**PROFESSIONAL 76**—Does the work of 15 men with hand mowers. Folding wing units. Reverse gear. Powerful 7.5 hp 4-cycle engine. Often pays for itself in a year in time and labor saved.

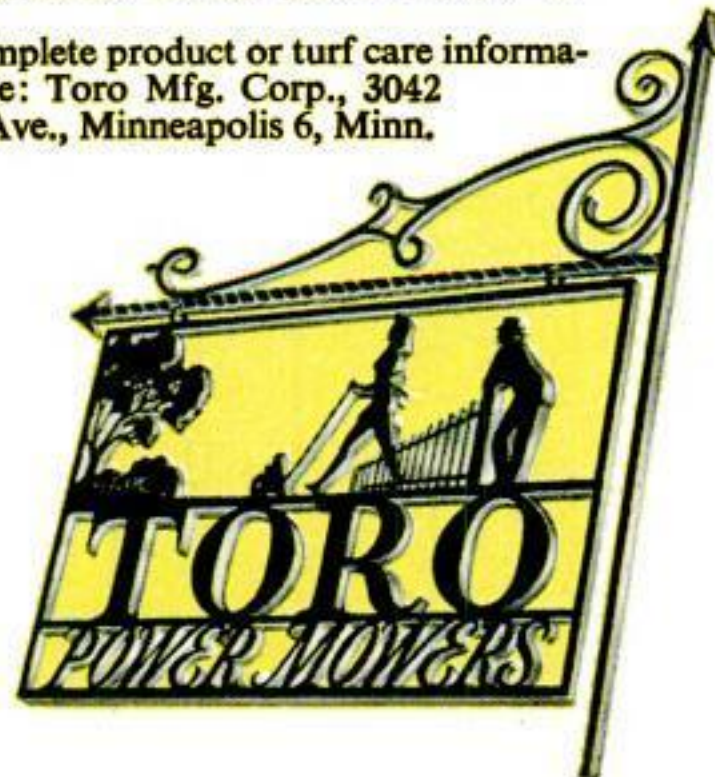
\*Prices higher in Canada and some other areas, subject to change. Toro products sold and serviced by turf specialists throughout the U.S. and Canada. Toro Manufacturing Corporation, Minneapolis 6, Minnesota.

## FREE HOME TRIAL!

Look in the classified section of the phone book for the name of your nearby TORO dealer to get a Free Home Trial.

A coast-to-coast network of TORO distributors gives you quick parts and repair service from the only franchised sales and service specialists in the power mower industry.

For complete product or turf care information, write: Toro Mfg. Corp., 3042 Snelling Ave., Minneapolis 6, Minn.







There's something **"SPECIAL"** about Birds Eye corn!



Copyright 1954,  
General Foods Corp.

How is it possible for Birds Eye to bring you corn *so special* it tastes and looks like you just snatched it from the stalk?

Birds Eye Corn is raised from seed specially developed to produce butter-tender kernels burstin'-ful of milky goodness.

Only the *top-best* of this sweet-eating corn is good enough for Birds Eye. They pick it at the special moment of top flavor. They rush it to be quick-frozen while it's corn-patch fresh.

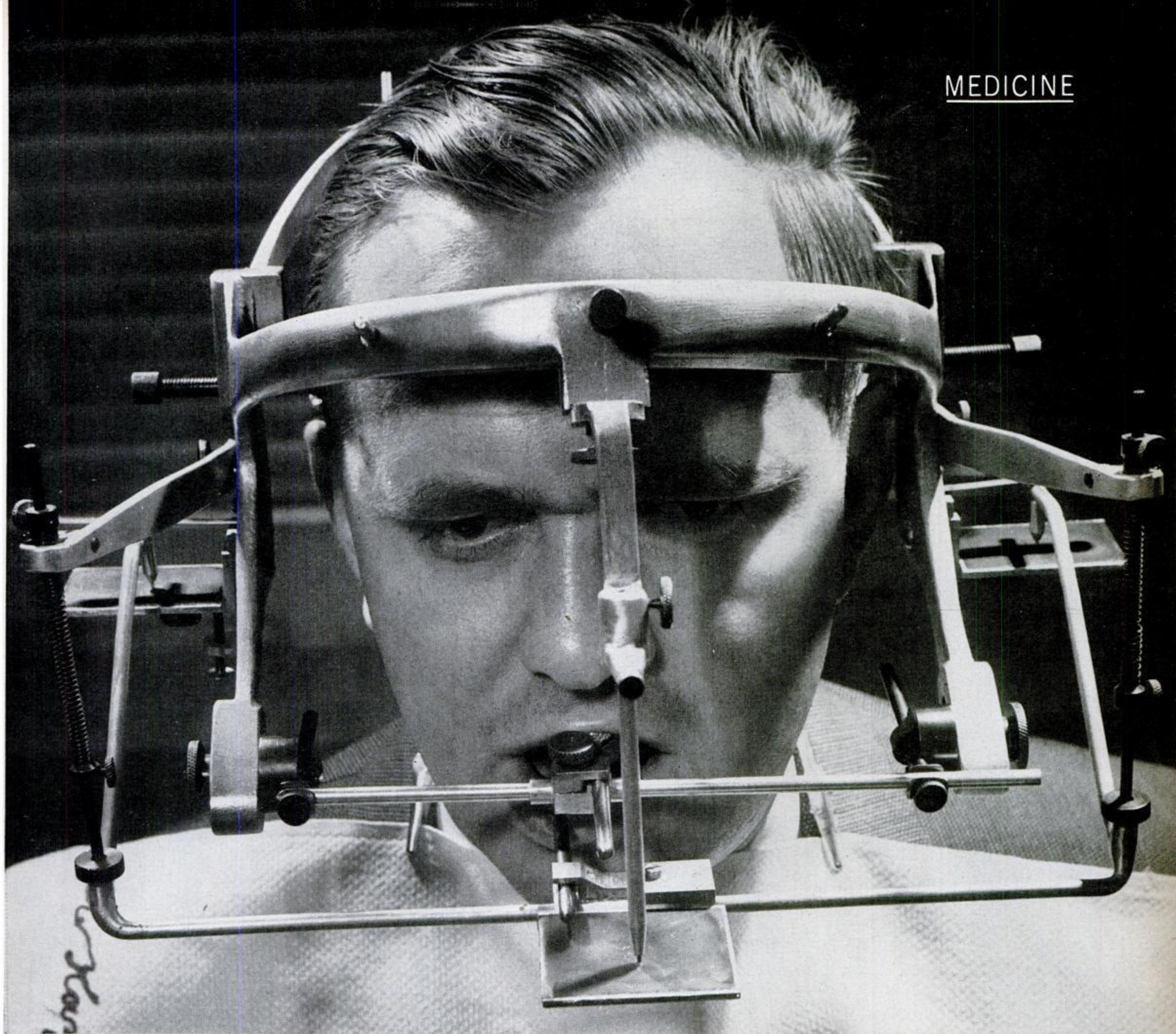
Birds Eye brings you its special corn two ways—1) cut from the ears, ready to heat and serve; 2) on the cob. Costs no more than *un-special* corn!



Product of  
General Foods

*Better buy Birds Eye and get that something **"SPECIAL"***





AS PATIENT CLAMPS MOUTH ON MECHANICAL JAW'S GUMS, NEEDLES IN FRONT OF CHIN AND SIDES OF EARS SCRATCH PATTERN OF BITE INTO WAX PLATES

## MECHANICAL JAW FITS FALSE TEETH

**Machine pinch-hits for patients,  
adjusts their dentures for them**

The most annoying thing about false teeth is that they often fit improperly when first worn. They chafe, pinch and bite incorrectly, sometimes requiring so much realignment that the wearer ends by wishing he could leave his jaws at the dentist's until the tedious fitting is over. A new invention enables the patient, figuratively, to do just this. Drs. Harry and Albert Kazis of Boston have designed a mechanical jaw (*above*) which simulates the patient's bite and can substitute for him during fittings. The device provides the most rapid and accurate tool yet made for analyzing and relieving impairments in chewing (*right*) and alleviates the wear and tear on the patient which standard plate adjustment generally requires.

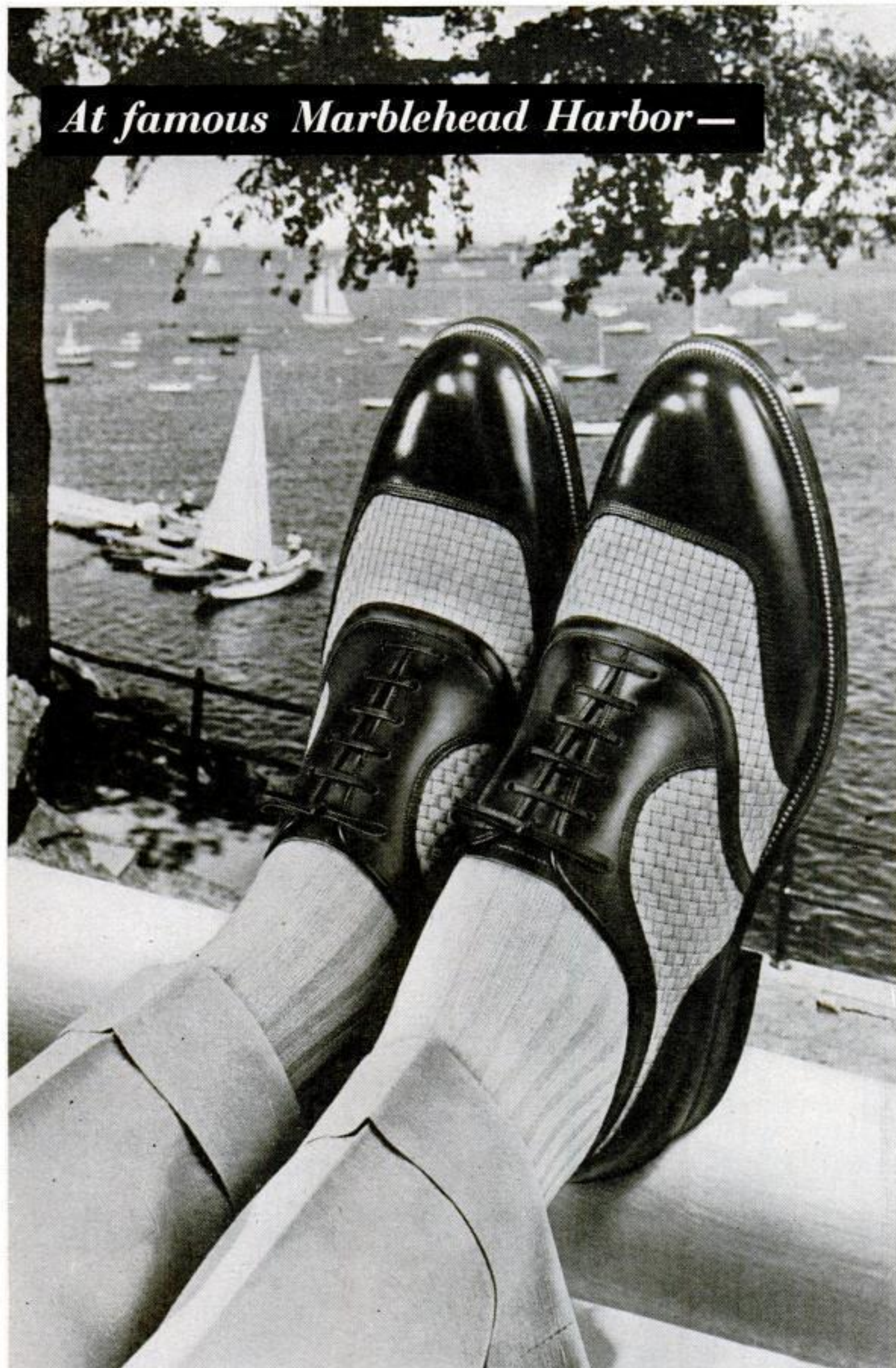


**FITTING PROBLEM** is illustrated by toothless patient with jutting jaw (*left*). Previous dentures



failed to meet, made proper chewing impossible. The new machine gave him normal bite (*right*).





*At famous Marblehead Harbor—*

#5296X—ARDMORE. Wheat Dacron-Nylon Mesh and Brown Calf Trim, U-Wing Tip.

## Whose famous Bostonians are these?

Down East, the shoes they make, like the ships they sail, have a reputation for quality second to none. So it's a simple matter to choose the very finest. For many seasons of cool shoe comfort, get a pair of these new lightweight Bostonian *Ardmores*—an exclusive combination of DACRON-blended-with-NYLON and soft, glistening calf. Famous yacht designer RODERICK STEPHENS, JR. did so. You'll say that you made a wise choice, too.

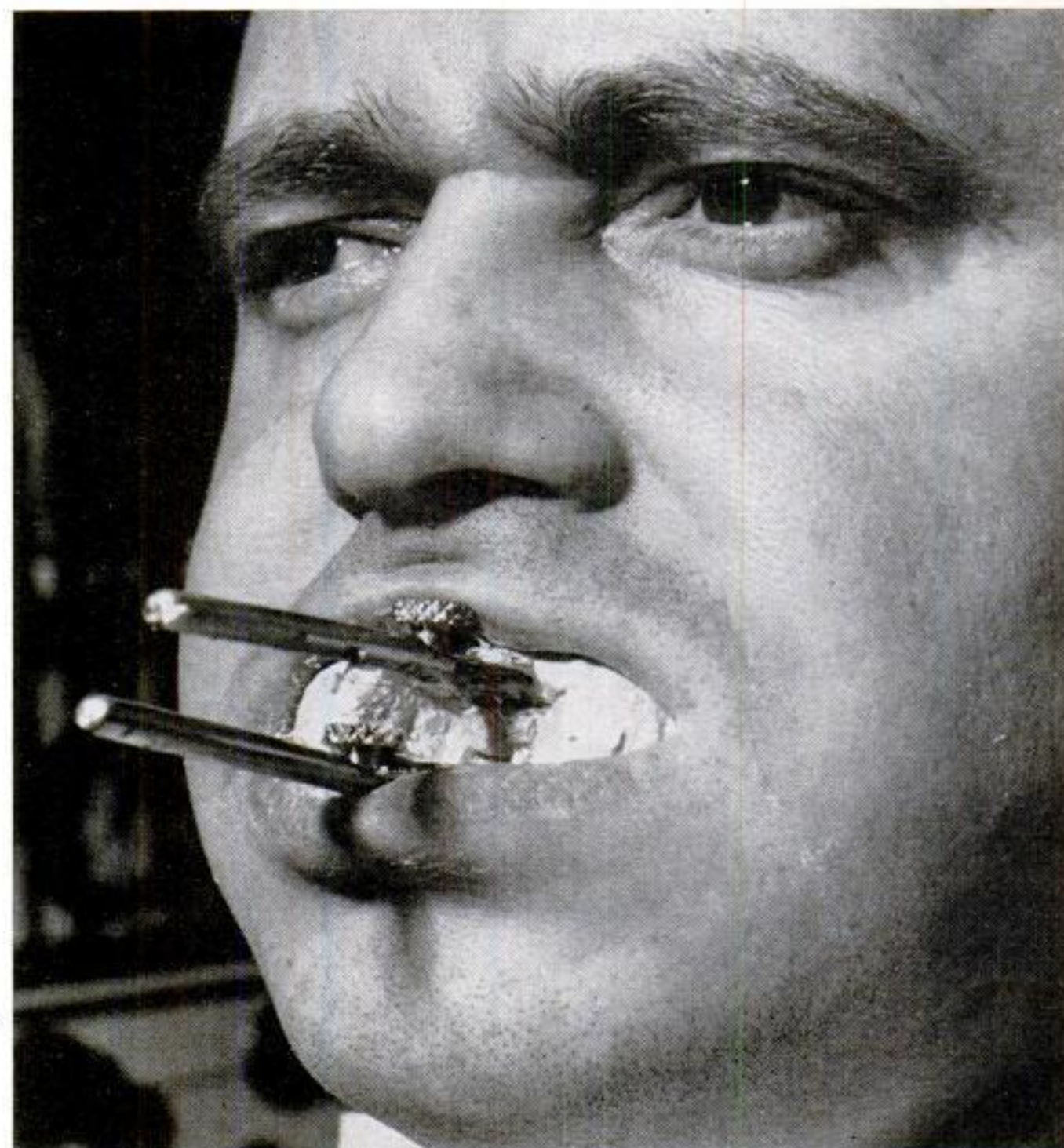
Most styles \$16.95 to \$24.95.



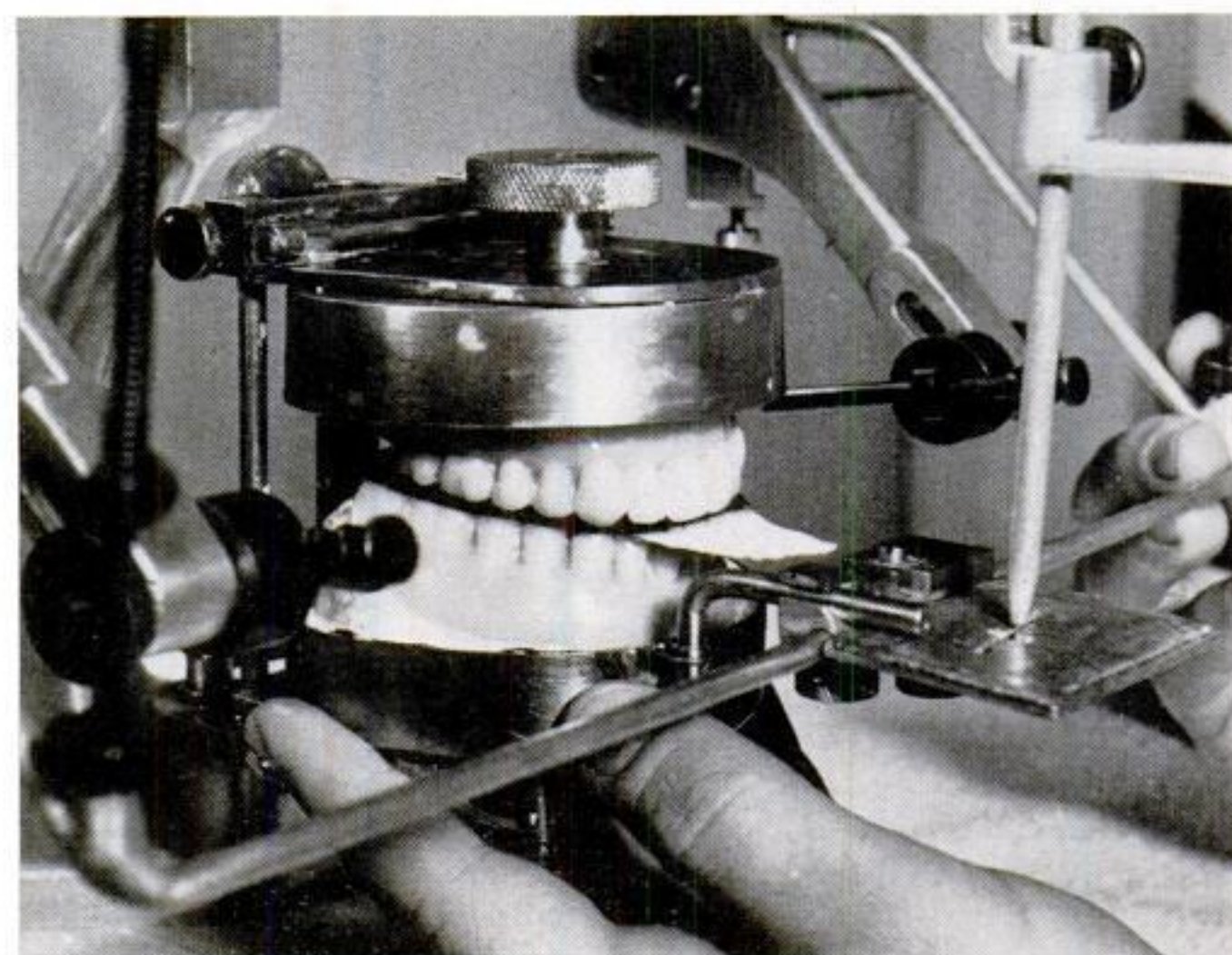
*The man who sells Bostonians® is making friends for life...  
See the "New in Shoes" for Spring at his store now!*

Bostonian Shoes, Whitman, Mass., Shootown, U.S.A.

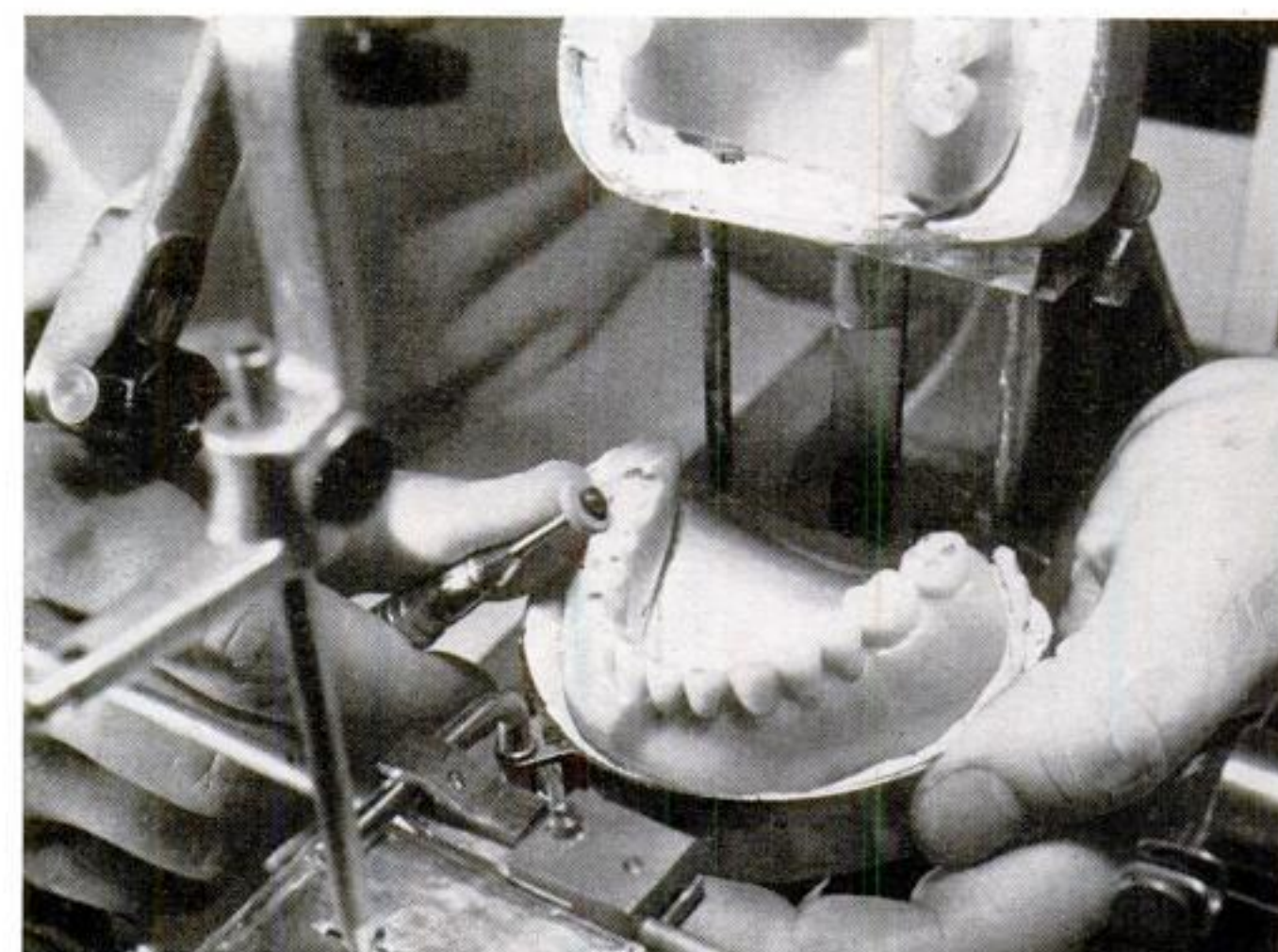
## Mechanical Jaw CONTINUED



**GUM ALIGNMENT** is recorded by letting plaster harden in mouth around two rods, then transferring it to the machine. Rods are attached to plastic gums and distance between them determines space between machine's jaws.



**DENTURE'S BITE** duplicates the patient's because it is guided by needle (right) which follows patient's mastication pattern imprinted in wax (p. 69) and then cast in steel. Teeth chew on carbon paper to test accuracy of bite.



**INCORRECT MESHING** of new teeth is revealed by dark carbon marks where surfaces of teeth have ground down unevenly on the paper. Such rough spots will be filed away by abrasive wheels. Denture should then fit perfectly.



# Buy Now! Save 20% on 1954 Elgin Watches

## ELGIN Spring Time Savings of 1954!

(Limited Time Only)

NANCY. 17 jewels.  
WAS \$33.75—  
NOW \$27<sup>00</sup>

VALEENE. 17 jewels.  
WAS \$45.00—  
NOW \$36<sup>00</sup>

ELGIN "19" ALDEN.  
19 jewels. WAS \$71.50—  
NOW \$57<sup>20</sup>

**Select the fine watch you've always wanted and save 20% during "Elgin Spring Time Savings of 1954."**

This is the first time in Elgin's 90 years that you've ever had a chance to save this much money on new Elgin Watches.

Every new 1954 Elgin Watch is included. And every model is reduced a full 20%.

Remember, these are brilliant new Elgins with the "Million-Dollar Look." Powered by the DuraPower Mainspring, guaranteed to never break. With all the accuracy and dependability that has made Elgin a mark of pride on over 53 million fine watches.

Better hurry. Buys like these won't last. So see your jeweler during "Elgin Spring Time Savings of 1954"—now through June 5th. Get an Elgin Watch for yourself and for that special birthday, graduation, or anniversary gift. Elgin National Watch Company, Elgin, Ill.

NAUTILUS. Self-winding. Shock, dust, water-resistant.\* 17 jewels.

WAS \$71.50—  
NOW \$57<sup>20</sup>

BRACELETTE. Shock-resistant watch and bracelet in one. 17 jewels.

WAS \$49.75—  
NOW \$39<sup>80</sup>

ELGIN "19" GARFIELD.  
19 jewels. WAS \$69.50—  
NOW \$55<sup>60</sup>

ELGIN "19" NOREEN.  
19 jewels. WAS \$65.00—  
NOW \$52<sup>00</sup>

EDGEWATER. Shock, dust, water-resistant.\* 17 jewels.  
WAS \$62.50—  
NOW \$50<sup>00</sup>

ELGIN "19" CAPRI.  
19 jewels. WAS \$71.50—  
NOW \$57<sup>20</sup>

SINCLAIR. 17 jewels.  
WAS \$39.75—  
NOW \$31<sup>80</sup>

ELGIN "19" HOLLY.  
19 jewels. WAS \$67.50—  
NOW \$54<sup>00</sup>

LAKESIDE. Shock, dust, water-resistant.\* 17 jewels. WAS \$59.50—  
NOW \$47<sup>60</sup>

DARIA. 17 jewels.  
WAS \$49.75—  
NOW \$39<sup>80</sup>

Wear an **ELGIN** watch—the beautiful way to tell time

\*Provided original seal is properly restored after opening for servicing. All prices include Federal Tax and are subject to change without notice.





# Closes the Gap Between

*Drive It*  
AND YOU'LL WANT IT...  
*Price It*  
AND YOU'LL BUY!

**W**hen you take possession of a Pontiac you will react exactly like the people above. You will be smiling, happy and very proud, indeed. What's more, you will become an unofficial salesman, talking as enthusiastically to friends and neighbors as if you had built your Pontiac yourself.

That is a safe prediction because it always happens. Pontiac inspires a "member-of-the-family" loyalty unique among motor cars. It is purchased again and again—even when owners, over the years, move into top income brackets.

A single fact tells you why Pontiac owners find no reason to change. Among all the eighteen makes of

cars produced today *only Pontiac is the meeting place of everything that everyone wants.*

For a price next to the very lowest, Pontiac gives you the size, appointments and performance of the most luxurious cars.

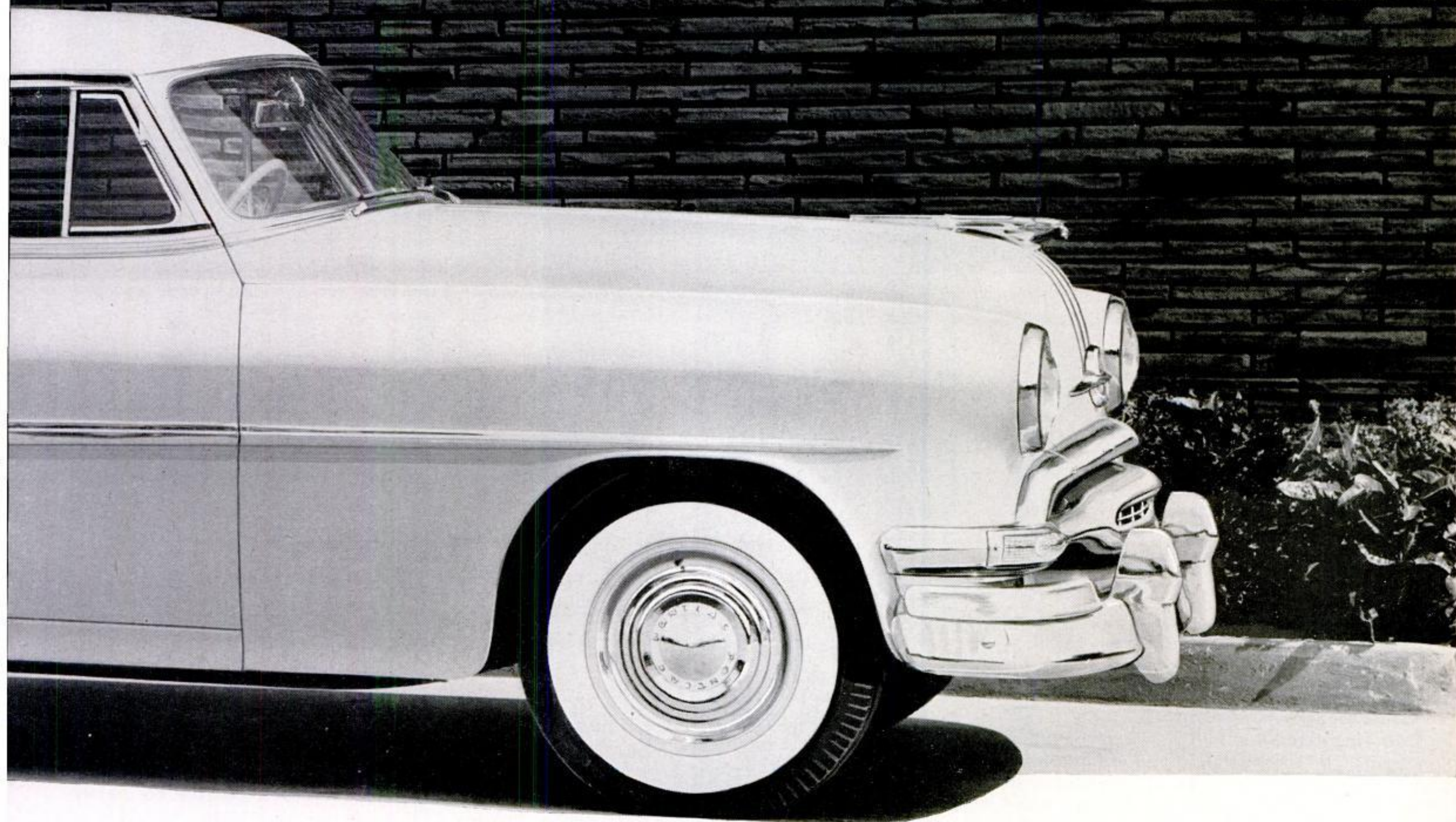
Cradled in Pontiac's spacious comfort you'll go a little farther just for fun . . . seek out rough roads for sheer enjoyment of its solid, big-car ride . . . drive cross-town or cross-country with the fine, relaxing confidence that your Pontiac is equal to anything—that the smooth, powerful and thrillingly responsive engine up ahead is the most trouble-free power plant in any automobile.



**DOLLAR FOR DOLLAR YOU CAN'T BEAT A**



# PONTIAC



## Luxury and Low Cost!

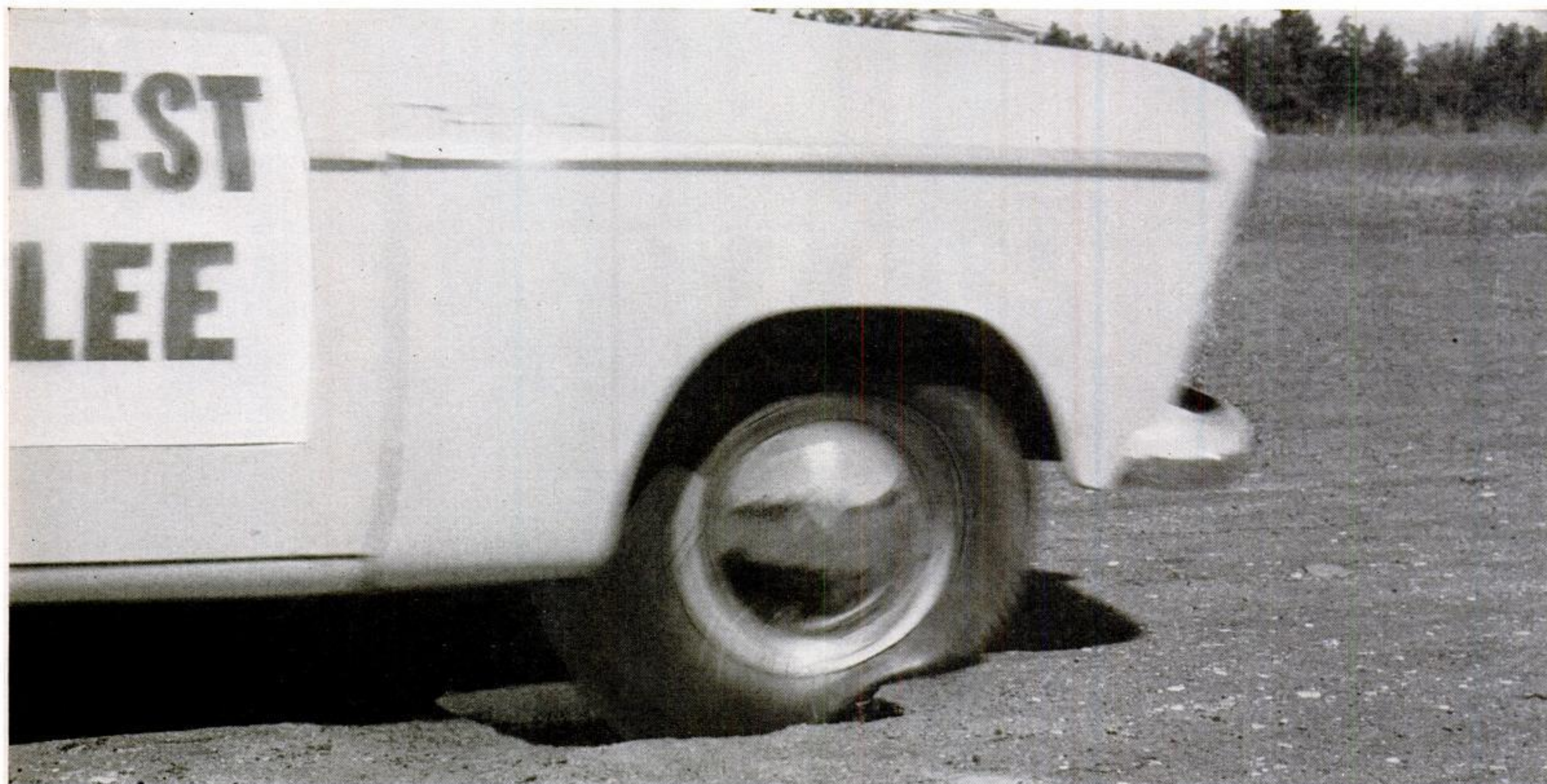
And while it pampers your pride and person, a Pontiac does pleasant things for your purse. Economy has been an outstanding Pontiac advantage since the first Silver Streak was created to unite luxury and low cost.

Come in for a close inspection of this beautiful Pontiac. Go out for a revealing ride. Let the car, the performance and the price convince you that dollar for dollar you can't beat a Pontiac!

- Biggest Pontiac Ever Built—214 Inches Over-All Length
- Magnificent New Beauty, Inside and Out
- New Custom-Styled Interiors—New Exterior Colors
- Most Powerful Pontiac Ever Built
- New Roadability and Driving Ease
- New, Greatly Increased Cross-Country Luggage Room
- Dual-Range Hydra-Matic, Power Brakes, Power Steering, Comfort-Control Seat, Electric Window Lifts, Air Conditioning—optional at low extra cost.

**COME IN NOW—SEE YOUR NEAREST PONTIAC DEALER**





**1. Lee Tires are durable.** Test drivers hit a 14-inch-deep chuck hole 75 times at speeds up to 40 mph. After 189 torture tests of all

kinds, no tire-damage could be found. How would you like to have tires as rugged as that on your car? You can—at no extra cost.



**2. Lee Tires are safe.** Experts examine a Lee tire after its 189 torture tests and find no loss of air pressure, no damage to the tough carcass, even though the steel rim of the wheel is badly bent. These actual road tests, involving hazards motorists encounter every day, provide the best possible evidence that Lee Tires are extra safe, extra durable.



**3. Lee Tires cost no more.** At no extra cost you can have tires as rugged as these on your car. And because they are built to take a beating, these Lee tires are guaranteed for 15 months against all road-hazard damage, including cuts, bruises, impact breaks, blowouts. You can't lose with a Lee.

## SAFETY AND DURABILITY OF LEE TIRES PROVED IN SLAM-BANG TORTURE TESTS

**Motor Vehicle Research, Inc., finds Lee Super DeLuxe Tires undamaged after 189 crashes into railroad ties, concrete blocks, chuck holes, road shoulders, stone curbs at speeds up to 40 mph.**

**Conclusive tests prove Lee Tires can take it.** Motor Vehicle Research, Inc., Epping, N.H., the leading independent automotive testing organization, proves conclusively that Lee Tires are not only built to take a beating but also can take it. As a result, Lee Tires won that organization's coveted "Certified Test Award" for ability to take a beating.

**That's why Lee Tires are doubly guaranteed.** Because we know these tires can take more punishment than the average motorist is ever likely to give them, we back them in writing with a double guarantee. We guarantee them for life as to quality of materials and workmanship and for 15 months against

all road-hazard damage, including cuts, bruises, impact breaks, blowouts.

**19,000 Lee Dealers ready to serve you.** There is a Lee Dealer near you. He will be glad to buy the unused mileage in your old tires and to equip your car with a set of new Lee of Conshohocken Tires for greater safety, greater peace-of-mind, and longer mileage.

Better trade now, better buy Lee.

FREE. A report on the tests by Motor Vehicle Research will be sent to anyone who wants to know more about these rugged tires. Write Dept. 21.

**LEE RUBBER & TIRE CORPORATION  
CONSHOHOCKEN, PA.**

TIRE DEALERS: There may be a Lee franchise available in your community. Write us for information.







STANDING INSIDE MRS. HAROY'S JAWS, PROPPED OPEN BY 6-FOOT POLE, NEW YORK SCHOOL GIRL BRUSHES BALEEN THROUGH WHICH WHALE STRAINED FOOD

## WHALE'S TOUR

Finback full of formaldehyde reaches U. S. on world travels

Several years ago Lief Soegaard, a Danish antique dealer, got a yen to see a real whale. He found that whales in museums are fake, man-made reproductions. Soegaard went out and caught a whale which last week, after a tour of Europe, was on exhibition in New York.

Soegaard's whale, a 70-ton female finback, was caught off the Norwegian island of Haroy and named Mrs. Haroy. She was injected with

8,000 quarts of formaldehyde, but after visiting 165 European cities she got a bit soft and had to be reinforced inside with steel and concrete. She is now just skin, meat and blubber, almost petrified by repeated injections of formaldehyde. Soegaard, who has made a small fortune out of Mrs. Haroy, estimates she will last on land about two more years. Then he plans to tow her back to sea and leave her.





Jackets & Jeans  
by Blue Ridge Mfg. Co.  
Jackets \$2.79, Jeans \$2.79



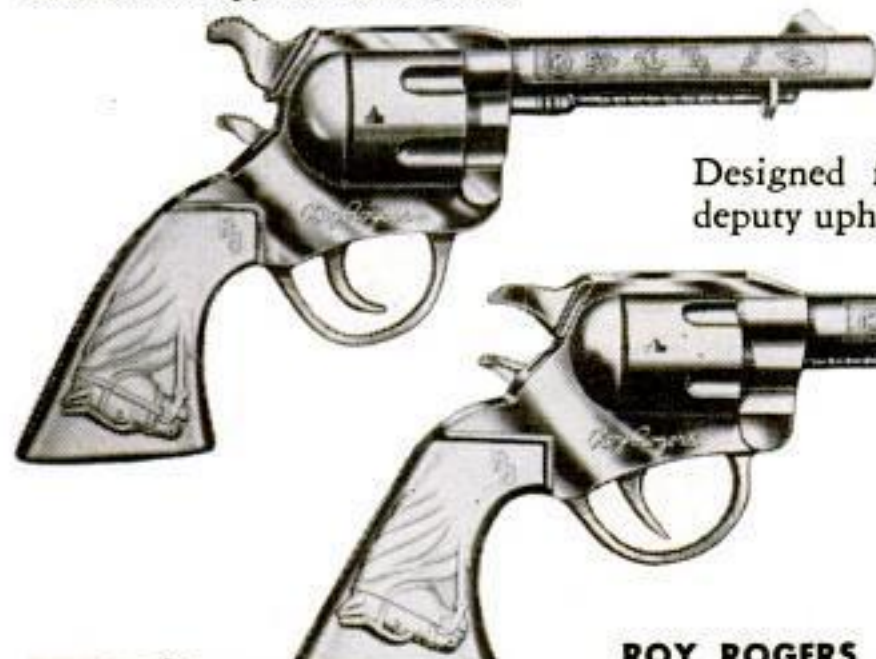
Watches, Alarm Clock  
by Bradley Time Corp.  
Clock \$3.95, Watches \$4.95  
plus F.T.



T-Shirts & Sweat Shirts  
by Norwich Mills, Inc.  
Sweat Shirts \$1.00, T-Shirts 69¢



Boots & Moccasins  
by Tex Tan of Yoakum  
Boots \$7.95 up, Moccasins \$3.79



ROY ROGERS "SHOOTIN' IRONS"  
by Kilgore

Designed from Roy's own guns! Helps any young deputy uphold law and order. Fine quality construction.

(Model left) . . . \$1.00  
(Model right) . . . 79¢



Boots & Felt Slippers  
by S. Goldberg & Co., Inc.  
All Styles \$1.99



Frontier Shirts  
by Rob Roy  
Long sleeve \$2.95, Short \$1.95



Gun & Holster Sets  
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Deluxe \$10.95, Double set \$4.95



Roy Rogers Lunch Kit  
by The American Thermos Bottle Co.  
Complete with 1/2 pint "Thermos" bottle \$2.89

ROY ROGERS  
HATS  
by Sackman Bros.  
makers of  
Yankiboy  
Play Clothes

Put a Roy Rogers  
hat on that young-  
ster of yours and  
watch the West  
come to life in his  
eyes. Authentic  
styles, asst'd colors.  
\$1.98

## ROY ROGERS PLEDGE TO PARENTS

This item of merchandise, bearing my name, has been tested in one of the nation's largest testing bureaus and, in our judgment, equals in quality any merchandise selling in the same price range. You pay no premium for my name. Rather, it is your assurance that this item is an authentic value.

*Roy Rogers*

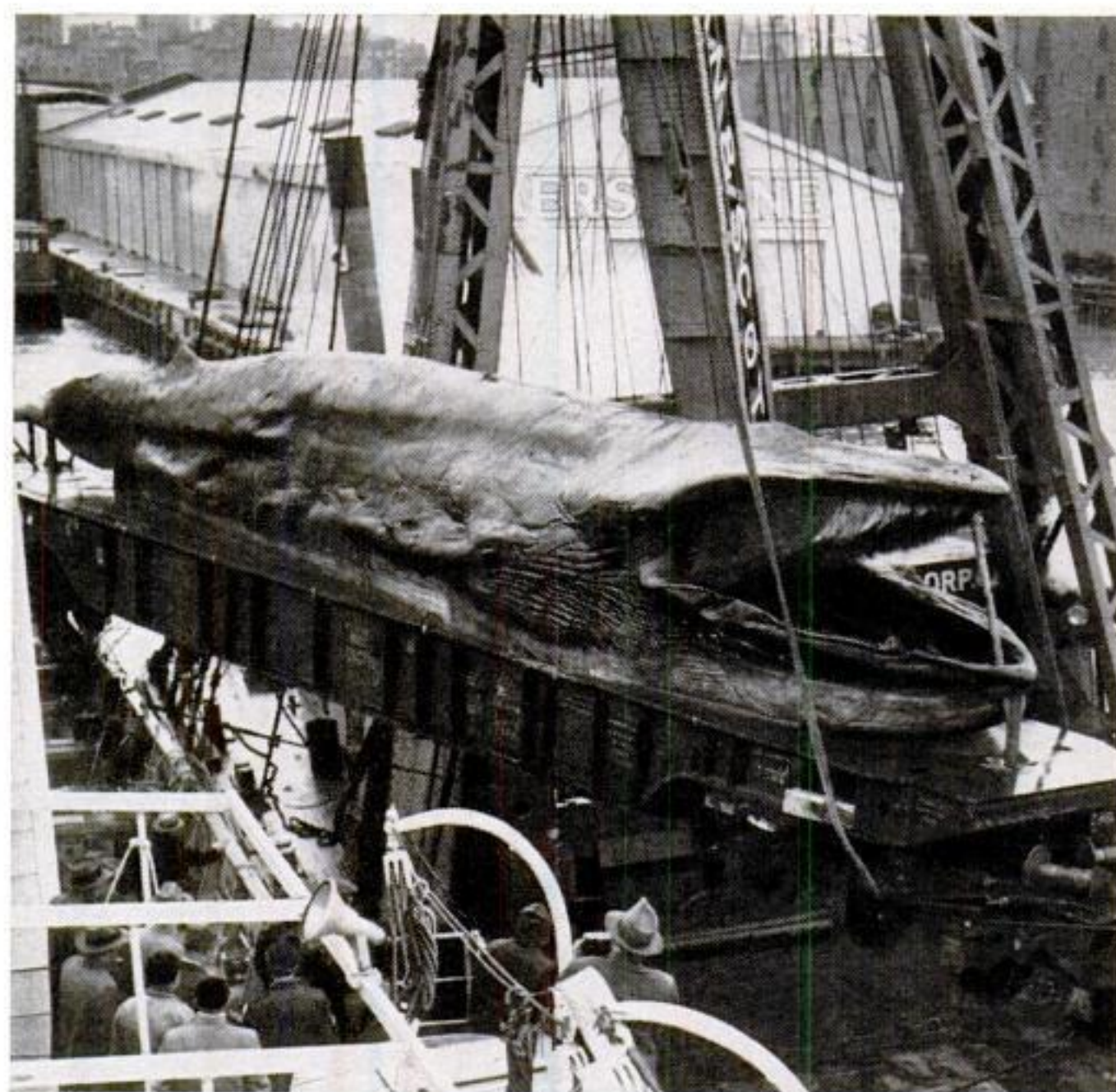
ROY ROGERS  
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ENTERPRISES  
Hollywood 28, California

RE-131

## Whale's Tour CONTINUED



UNLOADING MRS. HAROY in Brooklyn, a crane swings her and 50-ton flatcar to the lighter. Her transatlantic deck passage cost Soegaard \$23,000.



SPRAYING HER INSIDES with preservative, a taxidermist looks for insects and constantly checks softness. Whale's only smell is of formaldehyde.



TRUCKING CARCASS tail-first from pier to exhibition grounds, a monster trailer crosses Broadway as blasé New Yorkers barely notice passing whale.



# Have a piece! Taste why new Swans Down Mix wins over all other leading cake mixes!

Yes, try the only mix that wins on all 4 "musts" for homemade cake!

- 1 Homemade size
- 2 Homemade texture
- 3 Homemade moistness
- 4 Homemade taste

See for yourself why New Swans Down Cake mixes win in tests made by 4,375 women in their own kitchens!

*Here's the secret:* Swans Down wasn't satisfied with the ingredients used by other mixes. So Swans Down had ingredients made especially for these new mixes! Made to blend just right with *your own fresh eggs*.

*It's true!* Swans Down Mix ingredients are *so* special, you can't buy them in the store!

*Today, see, feel, measure, taste the difference in a Swans Down Mix cake in your own kitchen!*

**P.S.** Try a different Swans Down Mix every time you bake a cake—White, Yellow, Devil's Food, Angel Food. All heavenly!



Products of General Foods

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## LUSTROUS LIDS

Jet pilots get modern art class  
to jazz up their flight helmets

Some jet pilots at the Scott Air Force Base near St. Louis, Mo. decided recently to get their helmets painted. Instead of adding some conventional decoration, they consulted a modern art class at nearby Washington University. They wanted loud colors and striking patterns, they explained, one pilot adding, "I want anybody standing within 500 feet to know it's me."

The art students worked out gaudy abstract

designs and some with such personalized symbols as a map of his state for a Texan. Painted on the helmets, the designs so impressed other fliers that the artists have now decorated headgear for 30 members of the squadron, including a colonel. Not all the pilots are sure what the designs represent, but all think their outfit—the 85th Fighter Interceptor Squadron—is the most colorful anywhere in the U.S.



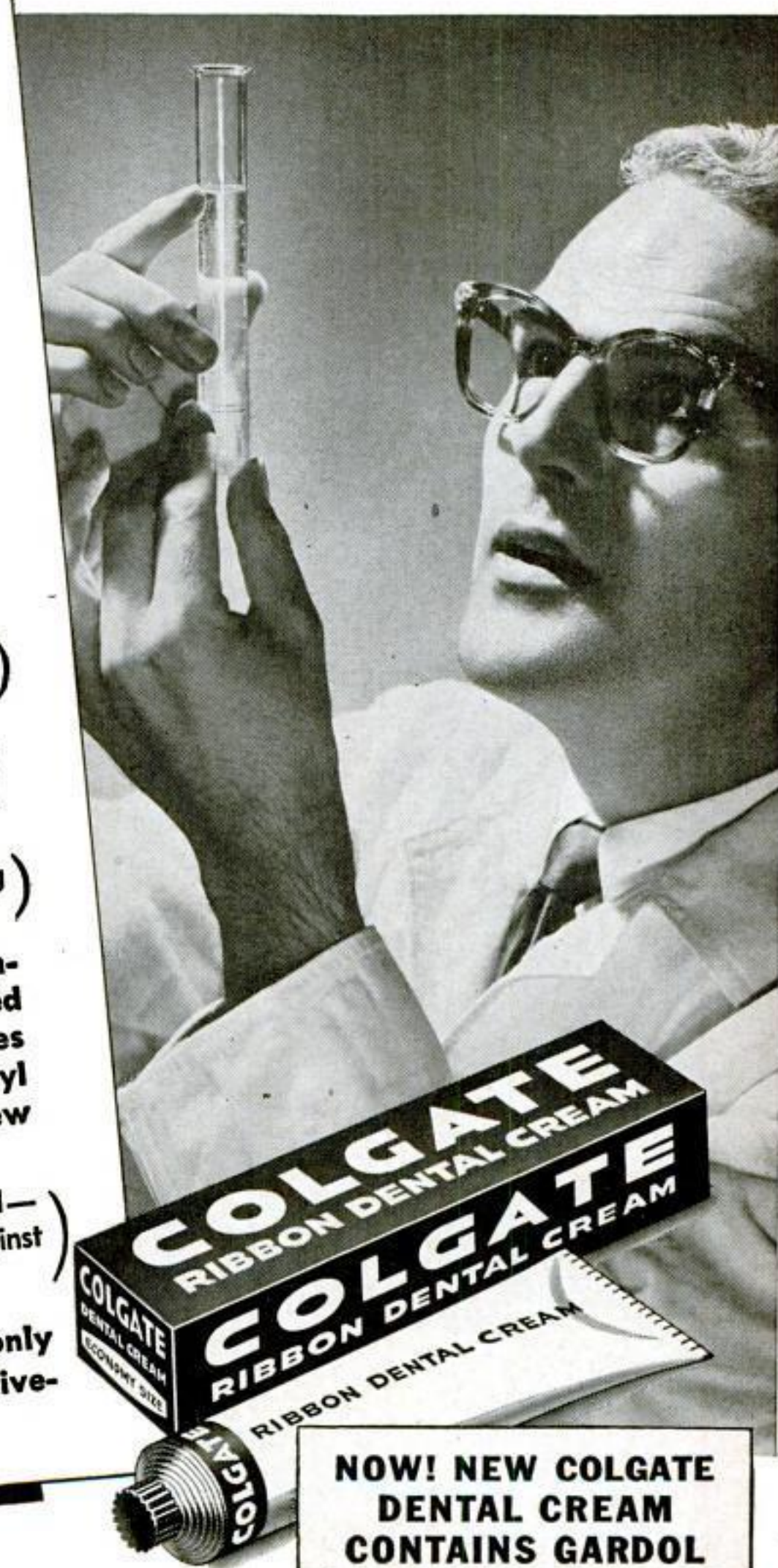
# Reader's Digest Reports: **ONLY NEW COLGATE DENTAL CREAM** with Miracle Anti-Enzyme Ingredient GARDOL\* **HAS THE CLINICAL PROOF!**

(Proof that Brings New Hope to Millions for LIFETIME PROTECTION AGAINST TOOTH DECAY)

## 5 QUICK FACTS FROM THE READER'S DIGEST ARTICLE

"What About Anti-Enzyme Toothpastes?" December, 1953

1. **Reader's Digest** says—The most effective anti-enzyme toothpaste ingredient tested was developed in the Colgate-Palmolive Company laboratories.  
 (It's Colgate's miracle ingredient Gardol (Sodium N-Lauroyl Sarcosinate)—found in no other leading toothpaste!)
2. **Reader's Digest** says—One of the foremost dental authorities in the world proved that this ingredient binds itself effectively to the teeth—holds acid formation below the decay level in 95 per cent of cases tested.  
 (Unlike ordinary toothpaste ingredients, effective only for minutes, this protection won't rinse off—won't wear off—all day or all night!)
3. **Reader's Digest** says—Even 12 hours after brushing, this new Colgate anti-enzyme discovery continues to guard against the enzymes that cause tooth decay.  
 (Thus, just daily morning and night brushings guard against decay-causing enzymes every minute of the day and night!)
4. **Reader's Digest** says—In clinical tests, supervised by leading dental authorities—for a full year—people who used ordinary toothpastes averaged almost two and a half times more new cavities than those who used New Colgate Dental Cream with Gardol (Sodium N-Lauroyl Sarcosinate). In fact, in the group using New Colgate's, X rays showed no new cavities for 4 out of 5.  
 (A group of distinguished dentists examined this evidence and agreed—New Colgate Dental Cream with Gardol gives the surest protection against tooth decay ever offered by any toothpaste!)
5. **Reader's Digest** says—New Colgate Dental Cream is the only toothpaste with clinical proof of such effectiveness in actually reducing the formation of new cavities.



**NOW! NEW COLGATE  
 DENTAL CREAM  
 CONTAINS GARDOL  
 (\*SODIUM N-LAUROYL  
 SARCOSINATE)**

*For* **LIFETIME PROTECTION AGAINST TOOTH-DECAY ENZYMES**



*They thought I was kidding  
when I asked:*

**"WHO'LL  
HAVE A  
MANHATTAN?"**

*(but I showed 'em!)*



**STIR . . . SERVE . . . A HIT !**

Just stir Heublein's Ready-to-Serve Cocktails (with ice)...in a cocktail shaker

or pitcher—and pour into cocktail glasses! No measuring! No muss. No fuss.



**NOW, PERFECT COCKTAILS EVERY TIME  
IN JUST 14 SECONDS !**

*(even though you never made one in your life before)*

Even though you never "tried your hand" at cocktails, you can be a "cocktail wizard." Yes—you can now serve the most delicious cocktails you ever tasted—and any popular kind you desire—without trouble or bother...in almost less time than it takes you to read about it!

Heublein's (pronounced Hugh Bline's) Ready-to-Serve Cocktails are blended with real "pro" skill. No guesswork! Only finest liquors used. Get several bottles...at any liquor or state store. Serve praise-winning cocktails every time! G. F. Heublein & Bro., Inc., Hartford 1, Conn.

*To make it a Party*

Wrap fillets of smoked salmon around green pickles—fasten with toothpicks. Stick on round or wedge of stilton, cheddar or any desired cheese. Arrange on plate with crackers. Also serve this "TURKEY PASTE" spread on toast squares: Grind 1 cup cold turkey (or chicken) with ½ seeded green pepper; mix with 1 chopped hard-cooked egg, 1 tbsp. chopped parsley, 2 tsp. salt, enough mayonnaise to make a stiff paste.



**HEUBLEIN'S**  
*Ready-to-serve*  
**COCKTAILS**

9 KINDS!.....EXTRA DRY MARTINI (75 proof), GIBSON—very, very dry Martini (75 proof), VODKA MARTINI—very, very dry (75 proof), MANHATTAN (65 proof), DAIQUIRI (60 proof), SIDE CAR (60 proof), WHISKEY SOUR (60 proof), OLD FASHIONED (70 proof), STINGER (60 proof).

Lustrous Lids CONTINUED



**DECORATING A HELMET** for Lieut. Richard W. Rardin of San Antonio, Texas, Artist Patricia DuBose paints dragon, symbolizing destructive force.



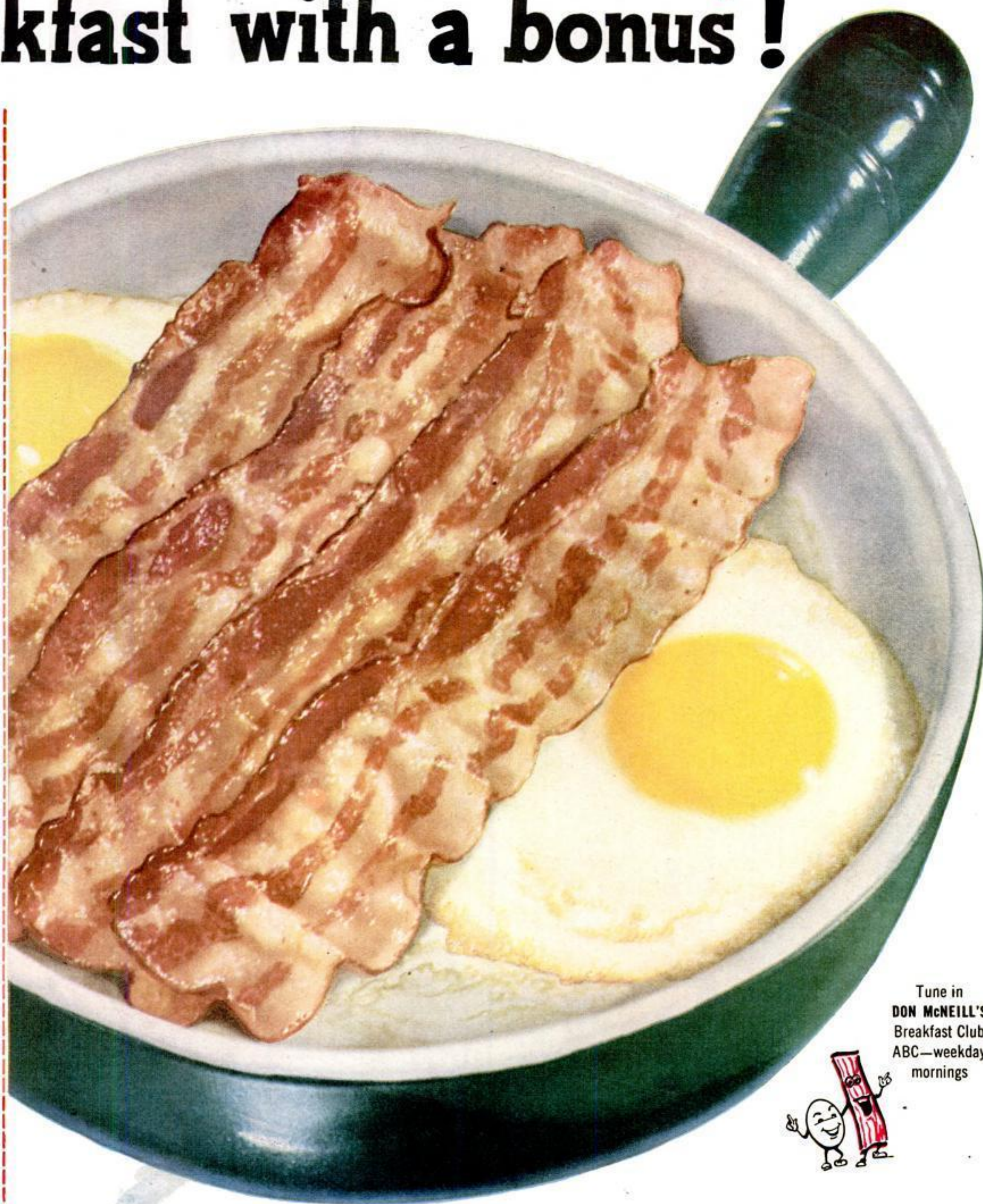
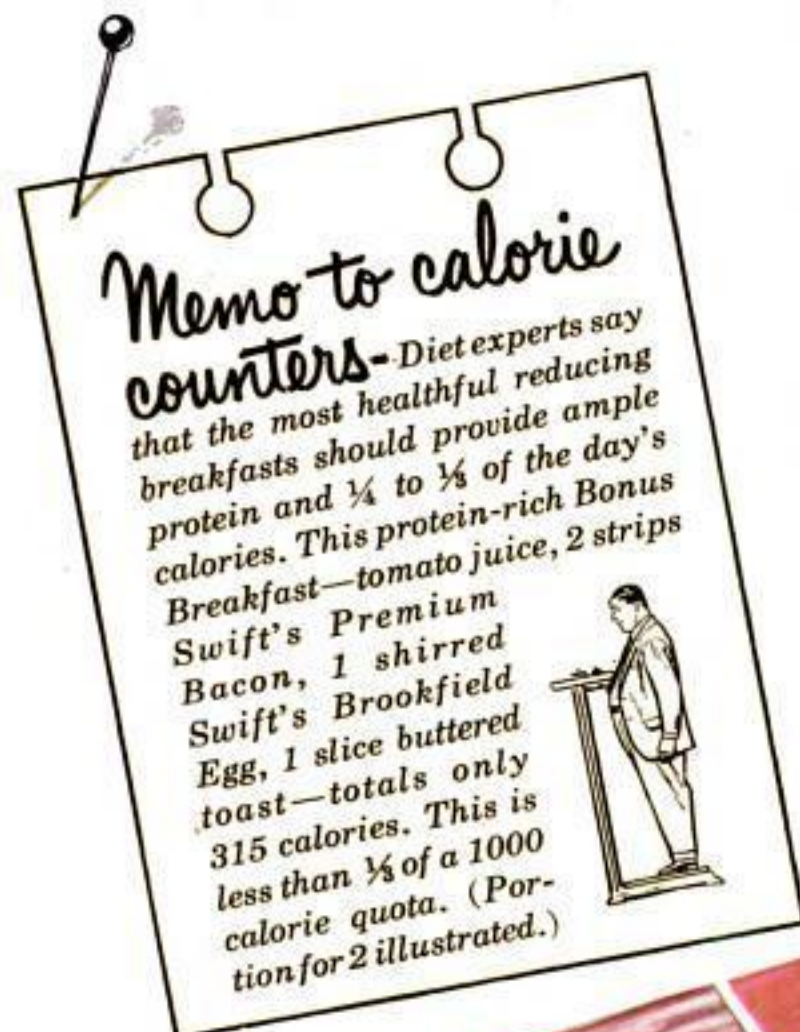
**DRESSED FOR A FLIGHT** in oxygen masks and painted helmets, Lieutenants Rardin and Hubert Brand Jr. of Akron, Ohio plot course on a map.



# Breakfast with a bonus!



HERE'S AN IDEA it will pay you to try: For at least a week, start the day with a breakfast of Swift's Premium Bacon and eggs-as-you-like-'em. This protein-rich combination gets you going and keeps you going with a bonus of energy busy folks need. If you've been a Breakfast Skimper, you're in for a happy surprise when you see how much peppier this delicious breakfast can make you feel.



Tune in  
DON McNEILL'S  
Breakfast Club  
ABC—weekday  
mornings



LOOK FOR IT  
ON THE MENU  
WHEN YOU'RE  
EATING OUT

## Bacon with a bonus... Swift's Premium with that Sweet Smoke Taste

There are ways to cut corners to turn out bacon faster and cheaper. But Swift isn't tempted to try them. For Swift's Premium Bacon promises you a flavor bonus. And you always get it. Those lean, tender slices — sugar-cured and smoked over fragrant hardwoods — are bacon at its best.

**SWIFT**—to serve your family better



# "I love to receive a Munson Greeting"



"I love to receive a Munson Greeting"

says Mrs. ESTES KEFAUVER  
Prominent Hostess  
WASHINGTON, D. C.  
...Because only MUNSON so graciously remembers, so lovingly reminds someone dear, of an important day in life.



"I love to receive a Munson Greeting"

says Mrs. JOSEPH YOUNG  
Popular Clubwoman  
MANTI, UTAH  
...Because only MUNSON, with a queen-size card glorious in colorful design, so sincerely says how special you are to someone.



"I love to receive a Munson Greeting"

says GLADYS SWARTHOUT  
America's Great Mezzo-Soprano  
NEW YORK CITY  
...Because only MUNSON creates so dramatically a symphony of color, in harmony with a message, that highnotes the occasion.



"I love to receive a Munson Greeting"

says LADY HARDWICKE  
Star of Stage and Screen  
NEW YORK and HOLLYWOOD  
...Because only MUNSON enriches its beautiful cards with words of personal feeling that flatter the one remembered.



For every occasion...all through life, for the nicest people you can greet...MUNSON has created a wide selection of beautiful cards that best communicate feelings of friendship and affection.

Lovely sentiments and thoughtful remembrances are so nicely conveyed...artfully expressed with designs that please...with verse that warms.

For the joy of spreading good cheer and sharing good-will, be it a message of love or comfort, it's smart to send a MUNSON Greeting.

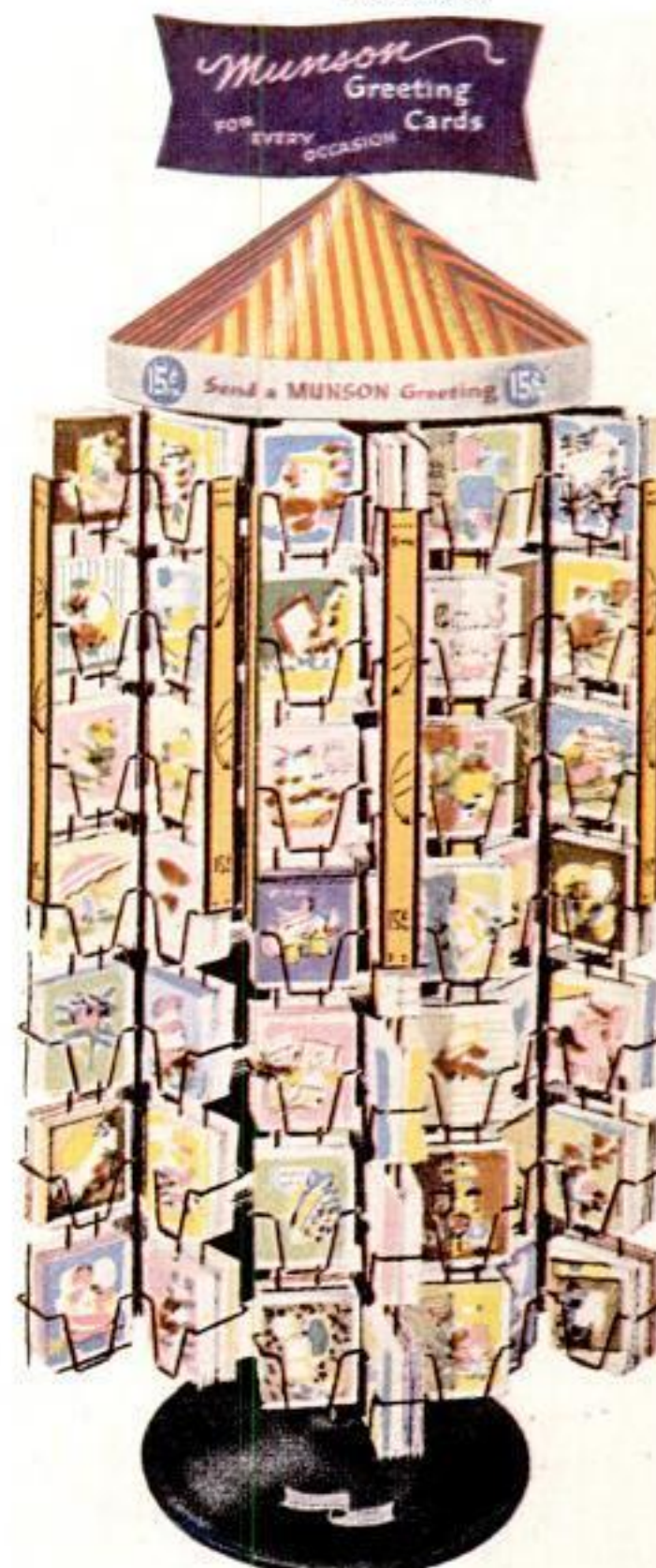
Especially, when you hear most people say, "I love to receive a MUNSON Greeting."

**MORE PEOPLE SEND A MUNSON GREETING THAN ANY OTHER MAKE IN THE WORLD**

Here's the merry-go-round fun-way to select your greetings. Gay choices of thousands of big, bright beautiful cards, in hundreds of welcome selections parade before you on the Carousel.

All MUNSON Greetings are one price. Regular 35¢ cards for only 15¢ each. Why pay more? Why get less?

**SELECT YOUR GREETINGS on the MUNSON CAROUSEL\***  
Pat. Appl. for



CHOOSE

# Munson

GREETING CARDS • GIFT WRAPS

FOR THE NICEST PEOPLE YOU CAN GREET

© 1964 MUNSON, Inc., Munson Manor, Islip, N.Y. \*T. M.



# FREE CHINA'S FORBIDDEN GREEN ISLAND



PRISONERS OF GREEN ISLAND HOLD DISCUSSION UNDER SIGNS CITING ANCIENT CHINESE VIRTUES

**How Nationalist 'reform center' applies special rewashing techniques to brain-washed 'subversives'**

by JOHN OSBORNE

I HAVE been to Green Island and have met Mr. Chang and Colonel Liu and No. 55 and the homesick cook from Shantung and the dancing girls with the crosses of Christ on their chests. They are among the prisoners held by the Nationalist government at its principal "Reform and Instruction Center," or concentration camp, for people who are presumed to be Communists and Communist dupes. No other reporter has been allowed at the camp.

Green Island is less than 10 square miles in area, a wind-whipped dab of rock and hills 18 miles off the southeastern coast of Taiwan (Formosa). It has been isolated and hidden, known by few but the Nationalist political officers who run it, the few soldiers who guard it, a handful of poor farmers and fishermen who live on it and 3,678 prisoners who have been sent to the camp to be purged of "Communist thoughts" and imbued, in official words, with "new birth, new spirit, new life and new action."

On Green Island the problem of Communism and disloyalty is being tackled as it has never been elsewhere. The Nationalist officers in charge of the camp display more intelligence, more understanding of their jobs and more compassion than I ever found at the American camps for war prisoners in Korea. At our Korean camps for hostile Communists, the only mission of Americans in charge was to keep the captives quiet. No one sought to know them

or to win them. They were regarded simply as murderous nuisances.

The keepers of Green Island, of course, have the immense advantage of being at one with their prisoners in race and language. But they have a far greater advantage in the nature of the mission assigned to them. That is, to live with their charges, learn to know them, to probe and fill their hearts and minds, to win them wholly for Free China. There is a sense of dedicated purpose on Green Island that makes the atmosphere there as different from the deathly repression of the comparable Korean camps as day is from night.

Yet Green Island depressed and saddened me. The unhappy fact is that, by American standards, too many of Green Island's inmates ought not to be there. Only entrenched and unbridled suspicion carried to the point of tyranny by the Taipei government can account for the presence of some of them.

The Green Island system of close personal care and indoctrination practiced with a universal and underlying kindness is all to the credit of Generalissimo Chiang Kai-shek's government. But a wonderful system is not quite enough. It only points up the injustice and the arbitrary cruelty of small and fearful minds which have had a tragic part in peopling Green Island.

So it seemed to me. I must in honesty report that it did not seem that way to some of those who aroused my sympathy: Mr. Chang



and Colonel Liu and No. 55 and the Shantung cook and the dancing girls. They were among the 1,447 inmates held at the camp the week I was there. I must understand, the more thoughtful of them said, that the Nationalist government is in great peril from enemies within and without. The government could take no risks; it must have had good reasons to send them to Green Island even if the reasons were not apparent to the victims themselves.

They had of course been taught to say this, but it seemed to me that they really believed it. They represented the three classes of prisoners or "trainees" confined on Green Island. The cook from Shantung is in Class A, made up of 342 soldiers and hangers-on of the Chinese Communist army who were captured in Nationalist raids on islands near the mainland. Colonel Liu, late of the Nationalist army, is a "security suspect," not accused of any specific offense but judged to need indoctrination (Class B). Mr. Chang is a "rebellious criminal" convicted of active disloyalty but thought to be amenable to reform and therefore allowed to live (Class C). No. 55, also a "rebellious criminal," is one of 43 Class B and Class C women and girls from Taiwan who are at the camp for anywhere from 3 to 15 years of "the new life." They are women without names; in deference to privacy, they are known only by numbers.

The trainees of all classes are treated alike. Divided into squadrons of 144, the men live, eat, sleep, study, play in the constant company of Nationalist army officers who have been specially schooled as political instructors. Four young Chinese "Wacs" live with the separate squadron of women and girls, who are otherwise instructed and supervised by male officers.

The rule of Green Island is that every man is as free as any other man. The 15 to 17 instructors and leaders assigned to each squadron live in the trainees' huts, though in separate cubicles, eat their food, attend and teach their classes. This communion is at opposite poles from the chasm of life and language which divided prisoners and captors in Korea. Corporal punishment is strictly forbidden. Trainees and camp guards who violate rules are confined in the same guardhouse. Trainee "obstinates" who "resist the reform" may be housed alone for a while and individually indoctrinated by instructors but never for longer than three hours a day. Unruly Nationalist soldiers and officers of the camp garrison may be put on short rations; trainees, never. So said Colonel Tan Tong-ming, who was in charge while I was there. After interviewing Colonel Tan's trainees for two days I came to believe him.

At first I did not. I naturally suspected that prisoners whose hopes of leaving Green Island might turn on a misspoken word would tell me only what they thought Colonel Tan and their political officers wanted me to hear. But, as one interview followed another, I changed my mind. It was quite evident that, perhaps with one or two exceptions, the prisoners looked upon their keepers more as friendly counselors than as men to be feared.

Private Chu (his real name is a little different) was introduced as a superior Class A man, better educated than most of the peasant soldiers who are taken in island raids. He was a short, sturdy fellow of 27, a native of coastal Fukien Province. After graduation from primary school he worked as a government clerk before he joined the Communist army in 1949. He had a hard face, a hard and exact voice which seemed to bark at the interpreter as he told how he was captured on Feb. 18, 1951. Now, after an unusually long stay at Green Island—most Class A's either "receive the reform" or reject it and are sent away after 6 to 18 months—he wanted to join the Nationalist army as 338 others have done before him.

Why? Why not return to the mainland, as the larger proportion—877 to date—have surprisingly chosen or been required to do?

Private Chu's rapid bark grew louder and more intense as he said, "Because I know that if I go back I will be killed. So I would rather be in the Nationalist army. If I have to die, I want to die in that army."

Why did he think so many others had chosen to go back?

"Only to be with their families," he said. "Me, I know there is no possibility for youth in Communist China."

Before I came to Green Island, I had heard that the Nationalists

sent many Class A's back to the mainland—knowing they probably would be caught and killed—either to serve as converted agents or, if they had "refused the reform," to let the ever-suspicious Communists have the pleasure of killing them. Did Private Chu think the officers encouraged many to go back for some such reasons? He shook his head and growled, "Perhaps they think they can leave earlier if they choose to go back. But it is only to be sooner with their families."

Then I asked Private Chu about one of the most striking aspects of Green Island. The Communists, who elsewhere never give up and never stop fighting, seemed to give up at this camp. Although they are mixed with anti-Communists and treated exactly like those who have received the reform, they never try to take over their squadrons. They just lie low. Why, I asked Private Chu, were they so passive?

Well, he answered, there are very few "convinced Communists" among the Class A prisoners on Green Island. The officers and cadre leaders fight to the death or kill themselves rather than be captured. Most of the few who are taken alive change their minds after a few months. Those who don't change stay to themselves, do not talk much to the others.

But why?

He glanced at Colonel Tan, who was listening, and said, "Well, I will tell you something. These 'obstinates,' they tell us that they want to go back so they can have our families liquidated. That is why some of them go back."

So, I remarked, they *did* talk like Communists within their squadron. Why was there so little trouble?

Again Private Chu glanced at Colonel Tan and said, "Perhaps it is because they think they will be reported. Our officers [meaning the political instructors and the squadron leaders] are always with us. There is no chance to fight."

How many such "obstinates" did he know of in his squadron? He growled one word: "Four."

Sergeant Wu (as I was asked to call him to protect his family) had a soft voice and two gold teeth. Also of Fukien, he was 31, and he had been a local land-reform inspector for the Communists before they put him in the army "because I was an intellectual." So then, I observed, he must have been an active and trusted Communist?

He clutched the knees of his thin and faded blue cotton trousers, as if alarmed, and answered, "Oh, no. I always thought the Communists were no good. They killed the landlords. They gave land to the tenants, certainly, but then what did they do? They took the crops and the food away. The peasants are worse off than ever."

Sergeant Wu wants to be a mechanic in "the anti-Communist army." Why? He too thought he would be caught and killed or, at best, put in a Communist concentration camp if he returned.

When I asked Sergeant Wu what would happen if the Nationalists landed on the Fukien coast, his thin face lit up and he spoke in an urgent staccato: "They would be welcomed. . . . The people would rise against the Communists. They have had enough of Communism."

Do the people of Fukien expect the Nationalists to come?

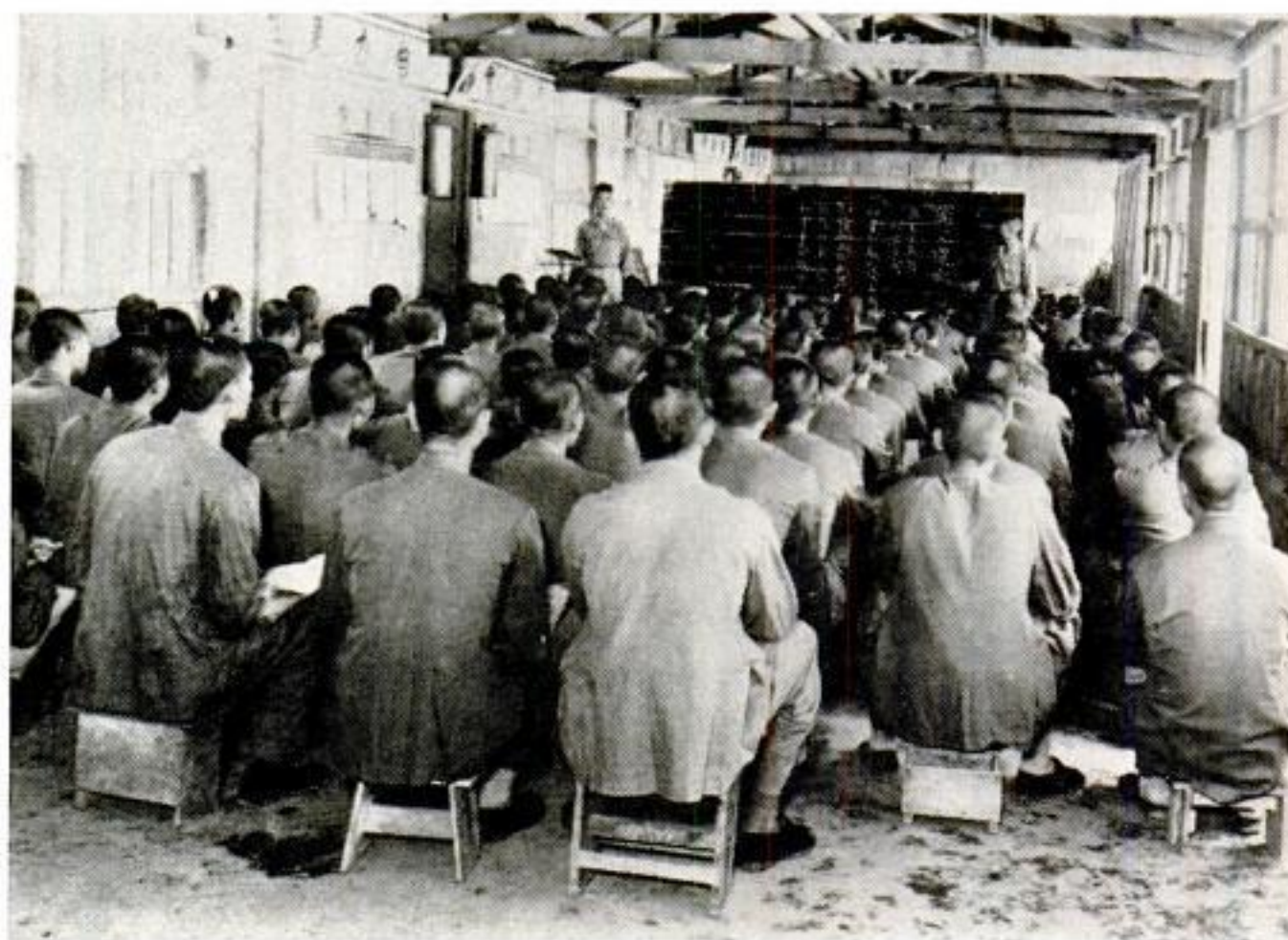
"They *hope* the anti-Communists will come to save them."

### They were Christian, hence suspect

CULTURAL OFFICER CHUNG was attached to a platoon of the Communist 29th army in Fukien when he was taken on Nanjih. Only 21 now, he had been to grammar school and had joined the Communists' New Democratic Youth League before he entered the army. His family was Christian and hence suspect. "I had to do something," said Chung, "to show the Communists I was on their side. I was not a political officer. I only taught the peasant soldiers to read and write."

Now Chung wanted to join the Nationalist army. Why? His left hand kneaded the blue cap on his blue-clad knee as he answered, "Only because I now clearly understand what Communism is. Also, I think the Communists will kill me if I return."

Why did so many others return? He snapped off his answers like a schoolteacher: "First, they want to join their families. Second, I do not think they found out what Communism is. Third, I believe that a few of them continue to be good Communists and want to go back for that reason."



**IN CLASS** trainees spend three morning hours studying history, geography, listening to speeches. In afternoons smaller groups hold outdoor discussions.





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**UNCLUTTERED STREET** shows camp's orderly policing. Men in rear are carrying away sewage. Teachers and trainees share identical living conditions.

## GREEN ISLAND CONTINUED

How did the "good Communists" and anti-Communists get along in his squadron?

"Not well," said Chung. "It is a hot thing. They are hostile. But they do not dare to argue. They are too few, we are too many."

At this remark I asked Colonel Chow Wan Ping, the camp's chief political officer, whether some of the apparently reformed returnees were covering up in order to go home.

Yes, said Colonel Chow, a few, a very few, probably concealed their real thoughts. Most of them "changed their minds" after three or six, or at most nine months of "the new life."

But it was evident, I pointed out, that some did not.

"I will tell you," Colonel Chow finally said, "it is like this. These few obstinates, they want to return. We do not want them here. What would we do with them? So we send them back with the others who have received the reform. But only if they choose to go back. We never send them against their will."

When I asked to meet one who did wish to go back, they ushered in the cook from Shantung, a short, wiry man of 36. We will call him Chen. He had been drafted as an army cook, he said, when his whole village was "mobilized" in 1948. But I must understand, he said, that he had never been a real soldier, only a cook. Why did he want to go back to the mainland?

He had a shrill voice and it all but cracked as he answered, "I tell you, I cannot get used to this camp life. I want to go home. I want to find a little land, to make a farm. I know nothing of fighting—what would I do in the anti-Communist army? I cannot shoot a rifle. It is nonsense! I want to go home. Also"—and he put a lean hand on his chest—"I think that I am sick in here."

Did he think the Communists would let him come home in peace? Wasn't he afraid of being picked up?

"To hell with the Communists!" he yelled. "Damn them! Damn their mothers! I do not care what they think. I tell them the truth, where I have been, that this government has been good to me."

Trembling with excitement, Chen shook a cigaret from a pack in his hand, refusing one of mine, and lit up furiously.

"I don't care, I tell you. I want to go home and be a good farmer, a good civilian. I am tired of the army. To hell with it!"

The young Chinese public-relations officer who had accompanied me to the island intervened. Surely, he said to Chen, it would be better to go to Taiwan and get a job. Did he know the government would help him do that?

"To hell with that!" said Chen. "What would I do on Taiwan? I do not know the people, the dialect. I can only sign my name, I cannot read, I cannot learn new things. No. I am going home."

When he had stomped out of the room, still puffing and shrilling, I asked Colonel Tan what he thought would happen to Chen on the mainland. Colonel Tan smiled sadly and said, "I think he is a dead man. They will catch him, they will kill him."

How would he get there? Like all the others, said Colonel Tan: they are taken to Nationalist islands close by the mainland coast and allowed to find their way over by junk. "It is easy, until they get there." What then? Well, said Colonel Tan, every man in one group sent back some time ago had (so the Nationalists heard from their guerrillas) been caught and shot. Some of other groups had

CONTINUED ON NEXT PAGE

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## GREEN ISLAND CONTINUED

survived, but not many, and most of those who did were put in concentration camps or isolated in "safe" units of the Communist army. The trainees were beginning to understand this and fewer were electing repatriation.

Sgt. Chiang Ju Chu (his true name) is a Class B "security suspect." A Christian, the son of a prosperous Christian farmer, he had studied economics at the Episcopalians' famous St. John's University in Shanghai and could speak some English. He had come to Taiwan with the exiled Nationalist army in 1949 and was in the garrison regiment at the capital when he was arrested.

Why had he been suspected? Well, said Sergeant Chiang, he had quarreled with his battalion political officer, who did not like him. Why else? He did not know exactly, except that he had kept an old copy of TIME with Mao Tse-tung on the cover, and that might have been wrong. Cleared after being charged the first time, he had been arrested a second time. In November 1951, found to be a "suspect in need of new indoctrination," he was sent to

Green Island on indefinite sentence.

Did he feel that it had done him any good?



**CHIANG'S SON**, Lt. Gen. Chiang Ching-kuo, is head of the security setup of which the island camp is a part.

"Yes," said Sergeant Chiang, speaking earnestly and fast. "It has been very good that I am here. I have confirmed two things that I was not so convinced of before I was here. I have learned that China is able to revive only through the present government and that we can have face only in defeating the Communist aggression."

Sergeant Chiang wants to go into business on Taiwan. A finding that Chiang has "received the reform" has been submitted to the Ministry of National Defense, and he probably will soon be released "on warrant," or parole, as 446 other Class B's have been.

Colonel Liu Ching Lien, another Class B suspect, is a rugged, broad-faced man of 41, a native of Manchuria, who joined the Nationalist army in 1930 and rose from the ranks to be deputy chief of staff of the 55th army. He was captured by the Communists at Amoy in 1949, escaped, and after eight months on the conquered mainland made his way to Taiwan through Hong Kong. Out of the service, broke and anxious to do something, he wrote to the generalissimo's son, Lieut. General Chiang Ching-kuo, who heads the intricate security system of which the camp is a part, that he was willing to accept any sort of training and any post in "the fight against the Communists." He added that he had spent eight months in Communist territory after his capture and escape, and felt that he knew something about the Communists. Soon afterward he was arrested ("I think it was because I had been with the Communists for eight months") and sent to the island for "new indoctrination."

Did he feel that he had been treated fairly?

Colonel Liu seemed to be genuinely puzzled by the question. "I am very glad to be here," he said. "I am glad to have this chance to learn something. I am glad to accept this chance of reformation."

But he had been a full colonel who had fought the Japanese and Communists for nearly 20 years. Did he need reform?

"All those years in the army," Colonel Liu replied, "I had no chance to learn anything. I was always fighting. Now I learn something new all the time. There is always new knowledge. Nobody can learn enough."

After 30 months on Green Island was he ready to leave?

Colonel Liu smiled and shrugged and quietly said, "Of course I would like to join the army again or do any kind of work that is good for my country."

One in three of the 378 Class B suspects and more than three fourths of 727 Class C "rebellious criminals" on Green Island are not mainlanders but natives of Taiwan. I was anxious to meet some of them because so much has been rumored and so little known about the Nationalists' treatment of dissident Taiwanese.

Chung Lien Sun, a "rebellious criminal" of 41, is a sturdy man with a round face, a wide smile and a dark fuzz on his chin. Like many other Taiwanese on Green Island, he is a Christian. The Japanese held Formosa when he was growing up, and they let him attend a medical school in Tokyo. There he was drafted into the Kwantung army in Manchuria and eventually became a cavalry captain—the only Taiwanese, so far as he knows, ever given a Japanese commission. He served in Manchuria throughout World War II and returned to Taiwan in November 1948. He soon took

CONTINUED ON PAGE 91



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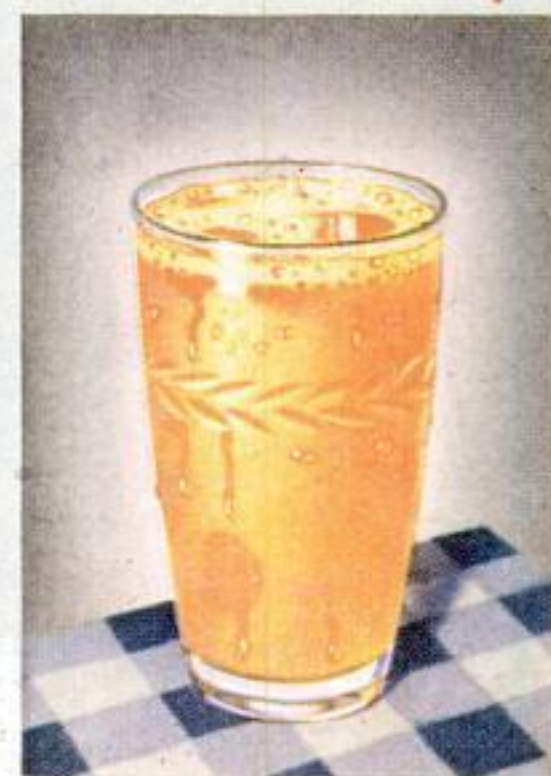


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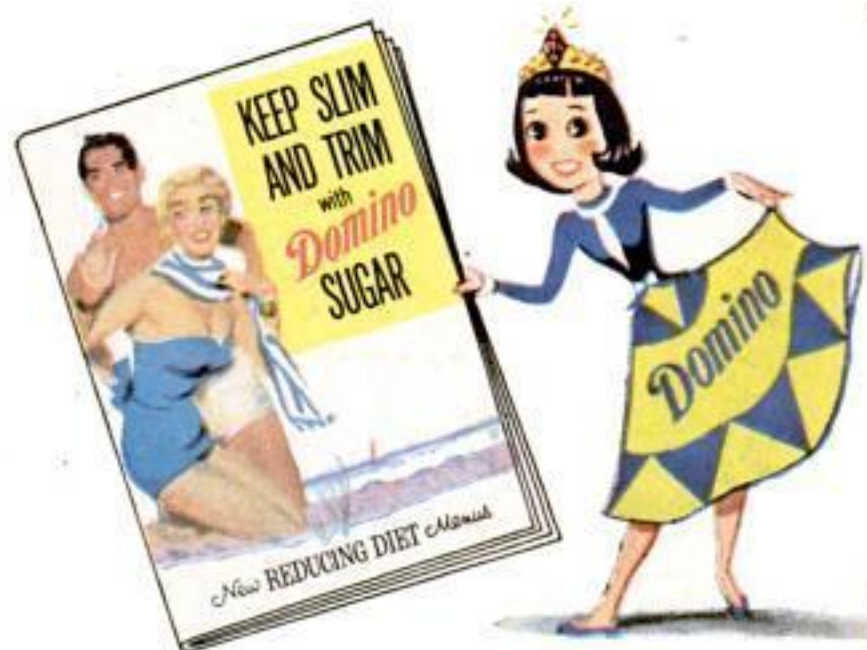


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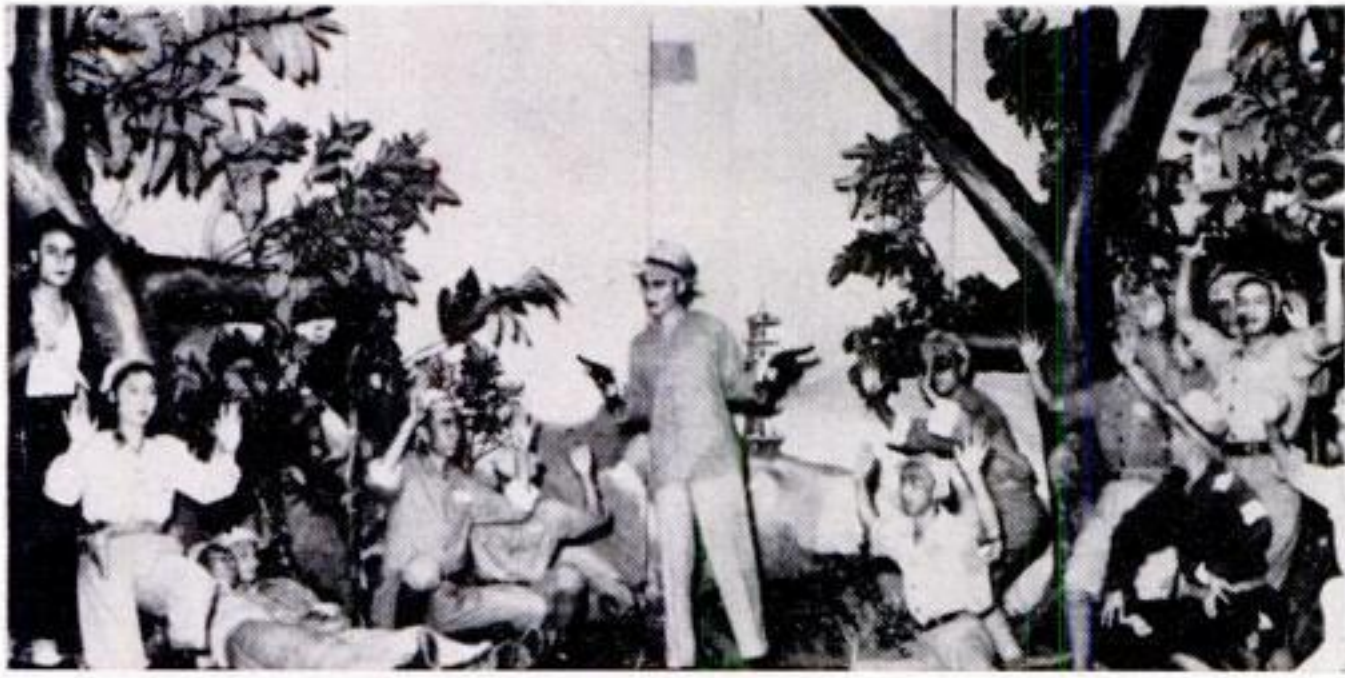
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**INSTRUCTIONAL PLAY** is put on by prisoners. Nationalist guerrillas, discovering a pretty member (left) is traitor, decide she will have to die.

## GREEN ISLAND CONTINUED

up with a certain Mr. Liao, a leader of one of many Taiwanese independence movements which developed after Taiwan was returned to China.

"I knew nothing of Free China," said Mr. Chung, "so I agreed with independence. It did not seem wrong to me then."

Liao wrote letters to General MacArthur and President Truman begging them to save Taiwan—from the Chinese Communists, not the Nationalists, Mr. Chung added with care. "I know now that this was wrong," he said.

The Nationalist police caught up with Liao in 1949, but he escaped. Convicted in May 1949 and sentenced to seven years' imprisonment, Mr. Chung was transferred from a Taipei jail to Green Island in 1951 and has a little over two years to go. Now that he has "received the reform" he hopes to be released sooner, but his chances are dim.

### 'This lady has no name'

**W**HEN No. 55 walked slowly into the room set aside for interviews, the interpreter said, "Remember now, this lady has no name." I had noticed her in the women's compound, standing apart from the others, older than her sisters in trouble, smiling gently at me as I passed. Perhaps it was the smile that had led me to ask how she came there and that she be brought to see me.

No. 55, her husband and their only son had been arrested, tried and convicted of rebellion in December 1951. Her husband, an independence leader, was shot. The son had been at Green Island a while but went back to jail on Taiwan when he "refused to receive the reform." No. 55, with a 12-year sentence, probably will have to stay on Green Island until 1963.

She said she was 56, but she looked older. Her hair was gray, her face was lined and lean. A soiled bandage was on her left wrist: varicose veins, she said. Suddenly she raised her hands to her face and spoke through bony fingers, in a voice so low we could hardly hear. "She says she is embarrassed," my interpreter said after a moment. "She has been a Christian since she was 20 years old and she is ashamed to be found here."

I said that she could go back to the compound, but she began to protest before the interpreter had finished translating.

"She says you misunderstood, it does not matter," the interpreter said. "She says she is glad to answer your questions."

No. 55 then said that she did no work, attended no classes, spent most of her time in her squadron hut. "She is very kind," she said, nodding at a young Chinese Wac who had come with her. "All here are very kind. I do not have to do anything."

Why then, I forced myself to ask, was she here? Had she really been "in rebellion," or was it only that her husband . . . ?

No. 55 wept.

"Every morning," she said, holding her hands toward me in a tight gray clasp, "I pray to God. I ask God to forgive this mistake. I ask Him to forgive us all."

My next "rebellious criminal," No. 82, was a girl of 24, slender and dark, with black hair caught in two pigtailed. Like No. 55 she wore the standard garb of the camp, a blue cotton jacket, blue trousers and blue canvas sneakers. She was a girl of Taipei. Her husband worked in the government telegraph office there, and they had been married only three months when she was arrested in 1952 and sentenced to five years of "the new life."

A classmate at the Taipei Normal School, she explained, had persuaded her to join "an organization." In court she learned

CONTINUED ON NEXT PAGE

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## GREEN ISLAND CONTINUED

that it was a Communist organization, but she did not know this when she joined it. The classmate was shot. A baby was born to No. 82 after she was imprisoned, and it died. Now, said No. 82, she felt that she had "received the reform" and hoped to be released before the end of her term in 1957. "I believe," she said rather primly, twisting her fingers together and looking down at her lap, "that I am improved by being here."

How improved? She had "learned much" from the works of Sun Yat-sen and Chiang Kai-shek. She was learning to act in plays and to dance, and there were many books to read.

My conducting officer, who perhaps has spent too much time with reporters, leaned toward us and said, "A good question to ask her is whether her marriage has survived."

I asked whether her husband wrote to her. No. 82 flushed and looked down at her knees for a long moment of silence. "Yes," she said at last, "he writes to me."

No. 77 had much the same sort of story to tell, except that she was a mainland girl from Hupeh Province who had come to Taiwan with her mother in 1949. A certain professor of psychology in Taipei had been her undoing. He was found to be a Communist agent and escaped, but some 20 of his students were arrested. Seven, including No. 77, were sent to Green Island. No. 77, now 28 years old, has six years of a 10-year sentence yet to serve.

Had she been a Communist? "No," said No. 77, "but I was influenced. I intended to be a Communist."

When she was about to go, she indicated that she had something she wanted to say. A drab and dumpy girl, with none of No. 82's slender beauty, she seemed to come alive as she looked straight at me and said, with great intensity, "We willingly accept what we learn here. We hope in the nearest future to have a chance to contribute to the cause of our country and defeat the Communist aggressor."

The next time I saw No. 77 and No. 82, they were on a stage. With a third girl, a Taiwanese as tall and lovely as No. 82, they were performing a Taiwan dance called "Far Away" for a mixed audience of trainees, Nationalist officers and soldiers of the island garrison. The girls wore long white cotton gowns, which swayed gently about them as they paced through the sedate measures of the dance. Each dancer wore a small white cross on her chest. "They are among the Christians here," a Nationalist officer explained. "They are wearing crosses so that you will know."

Mr. Chang, the "rebellious criminal" mentioned at the start of this report, was at the beach to see me off when I left Green Island the next day. He too was a Christian, a former official of the Nationalist Foreign Service, who had asked that as little as possible be said about him and how he came to be on Green Island. It is enough to say that Mr. Chang is there only by the furthest stretch of the doctrine of association, and to quote what he said in parting: "I have had a misfortune, as you see," he said. "But I want you to know that I do not blame my government. I wish only to serve it as well as I can while I am here, and to do something for our cause when I am free."

It is impossible to believe that Green Island could do much for Mr. Chang. For some of the others who live out their terms on its windy and rocky face, it has done a great deal.



**PRISON WITHOUT BARS** is shut in by craggy rocks, shoals which admit only small boats to visit. On clear days Taiwan, 18 miles away, can be seen.





#### **Brownie Hawkeye Camera, \$7.20**

More than three *million* people have bought it... just in the last two years. Reason? Because, while it's just as simple and sure as you expect a Brownie to be, it gives you daylight snaps *and* flash shots... in black-and-white or full color. It's the slickest, most talented Brownie camera ever. Flashholder, \$4.



#### **Kodak Pony 135 Camera, Model B, \$36.75**

Here's a miniature camera with new, easy, no-thread loading. Its sharp lens gives you crystal-clear black-and-white prints—and (with Kodachrome Film) those wonderful little color slides, so crisp and brilliant you can hardly believe your eyes. You can project them and also have color prints made from them. Flashholder, \$7.95.

**With today's  
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**Snapshots are more fun than ever!**

You get ① Black-and-white snapshots...  
② Full-color snapshots ③ Flash snapshots...  
day and night, indoors and out... anytime, anywhere

**Now is picture time**

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#### **Kodak Duaflex III Camera, Kodet Lens, \$15.95**

You line up your picture in that big hooded viewfinder at the top and there's your subject big and clear... just as it looks in a finished snapshot. As easy to use as a Brownie camera. Safety shutter prevents double exposures, so you don't take one picture on top of another. With Kodar f/8 Lens, \$23.95. Flashholder, \$4.



**Kodak Film** is planned to make picture-taking simple, easy, sure, at the click of a button. For black-and-white snapshots, look for Kodak Film in the new, thrifty Duo-Pak. Two rolls of film—one for your camera, one for a spare—in the popular 620, 120, and 127 sizes. Also available in single rolls. For full-color snaps, use Kodachrome Film—comes in all 6 popular sizes.

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chemical additives ever  
put into any gasoline to  
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for greatest knock-free power!





# WERED Gasoline!

## Improves Every Car's Performance!

**N**EARLY HALF of today's cars are losing mileage—losing up to 50% of their power—and no *single* chemical added to gasoline can prevent these losses. *Only a compound of all the needed additives combined with top octane*, can prevent such waste.

### **DOUBLE POWERED GASOLINE THE ANSWER**

Now, in New Mobilgas SPECIAL—Mobil Power Compound, an exclusive combination of chemical additives developed by Socony-Vacuum, has been *combined with top octane* to bring new power-saving and mileage-saving benefits for every motorist.

Here's what this unique Mobil Power Compound does:

**Checks Pre-Ignition Ping**—a major cause of power waste and damage to engine parts.

Mobil Power Compound's amazing chemical additive RT 125 quells and controls glowing and fiery particles responsible for this common pre-ignition trouble.

**Corrects Spark Plug Mis-Firing** due to injurious combustion deposits. Mobil Power Compound gives new positive control of such deposits—"takes the wraps off" your spark—increases power—increases spark plug life.

**Controls Stalling** due to icing of carburetor. No other gasoline offers the protection of GLYMONATE, unique de-icing additive developed by Socony-Vacuum and covered by patent applications. This important development reduces the hazard of dangerous accidents caused by unexpected stalling.

**Combats Gum** which causes parts to stick, wear faster, waste gasoline. Still another

Mobil Power Compound additive, new RT 200, definitely reduces engine-formed gum—cuts waste of fuel that's dribbled away when automatic chokes and other parts are stuck.

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Here is not one, but a combination of *all* these new chemical additives—*plus unsurpassed high octane quality!* You get positive, top octane power—faster starting and protection from vapor lock—plus the greatest protection against engine troubles ever offered in *any* gasoline!

For the really great advance in gasoline today—fill up with New Mobilgas SPECIAL—*double powered. There's a tune-up in every tankful!*

Mobilgas  
SPECIAL

*There's a Tune-up in  
Every Tankful!*

**Now on Sale at All Mobilgas Dealers**





# Now! The glamorous new Cycla-matic Frigidaire with complete Self-Service!



Cycla-matic Imperial model CTI-103

## Makes all ordinary refrigerators seem old-fashioned

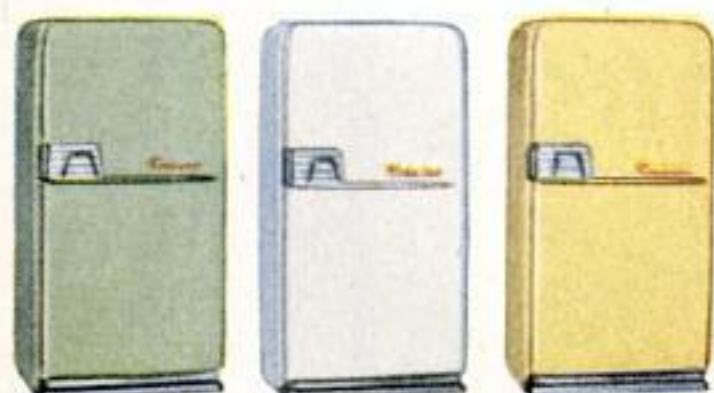
Only Cycla-matic Frigidaire brings you the modern time-saving miracle of real Self-Service. Separate insulated freezer holds over a week's supply of frozen food at safe zero zone cold . . . has 3 Quickube Ice Trays and new Frozen Juice Can Rack. Magic Cycla-matic brain banishes refrigerator frost before it col-

lects—uses no dials or timers. Combination of full-size Roll-to-You Shelves and new Pantry-Door puts every single food item at your finger tips. Choice of right or left-hand doors at no extra cost. All 17 Frigidaire models have exclusive Meter-Miser, simplest refrigerating mechanism ever built.



# Cycla-matic Frigidaire

Built and backed by General Motors

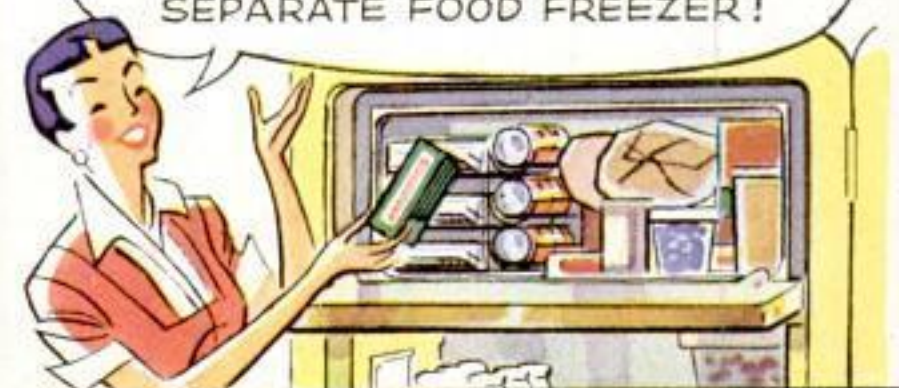


Colorama glamor "does your kitchen proud!" Beautifully styled exteriors. Choice of two colors, or white on the outside. Matching colors on the inside. Harmonize with any kitchen . . . match new Colorama-styled Frigidaire Electric Ranges. And only Frigidaire offers you a choice of Porcelain or Dulux exterior finish.

See your Frigidaire Dealer—ask about models Arthur Godfrey recommends on his radio-TV shows. Look for your Frigidaire Dealer's name in your phone book under "Electrical Appliances." Or write Frigidaire, Dept. 2221, Dayton 1, Ohio, for descriptive folder. In Canada, Toronto 13, Ontario.

Here's the world's easiest-to-use  
food freezer-refrigerator!

I CAN SHOP WAY AHEAD-THANKS  
TO THIS HUGE, COMPLETELY  
SEPARATE FOOD FREEZER!



THE REFRIGERATOR  
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THIS WONDERFUL  
NEW PANTRY-DOOR  
HAS SPACE FOR  
BUTTER, CHEESE, EGGS  
—EVEN PROVIDES A  
HANDY SERVER TRAY!



Be modern — live electrically



**IN AUDIENCE** Dramatist Kerr absent-mindedly grasps roses while she watches premiere of her comedy. Her husband, the play's director, watches at rear of theater.



## Family Ordeal for the Kerrs

**CRITIC-DIRECTOR AND WIFE-AUTHOR OPEN THEIR BROADWAY COMEDY**

The standard agonies of a Broadway opening were doubled a few nights ago for Mr. and Mrs. Walter Kerr at the premiere of *King of Hearts*. For family reasons both Kerrs wanted the play to be a hit, Mrs. Kerr having written it, in collaboration with Eleanor Brooke, and her husband having directed it. Mr. Kerr was especially on the spot because, as the excellent but stern play reviewer for New York's *Herald Tribune*, he was now in front of the same critical guns that he usually helped fire. For the night a substitute took over his job on the *Herald Tribune*.

When the curtain went up and the play unfolded Mr. Kerr was too nervous to sit down, and Mrs. Kerr was too

tired not to. The audience seemed restive about the story, which had to do with an obnoxiously egocentric newspaper cartoonist engaged to marry his pretty young secretary. But they laughed at the barrage of witty lines and applauded the acting. After the show was over, the Kerrs, all wrung out, eschewed the usual opening-night parties and started home to New Rochelle and their family duties. At one a.m. Mr. Kerr phoned his office to find out how his newspaper colleagues had reviewed the play. Pulling no punches, they had deplored the flimsy plot but had praised the direction and the brilliantly funny dialog. By the next day *King of Hearts* was established as a solid hit.



# Everybody's calling for it!



## EARLY TIMES

### AMERICA'S TOP SELLING STRAIGHT WHISKY

All over the country, more people every day are calling for Early Times. A look at the scoreboard will tell you why. Early Times is every ounce a man's whisky—and every drop is bottled at the peak of perfection. You just can't miss when you call for Early Times, it's the finest whisky money can buy.

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KERRS' ORDEAL CONTINUED

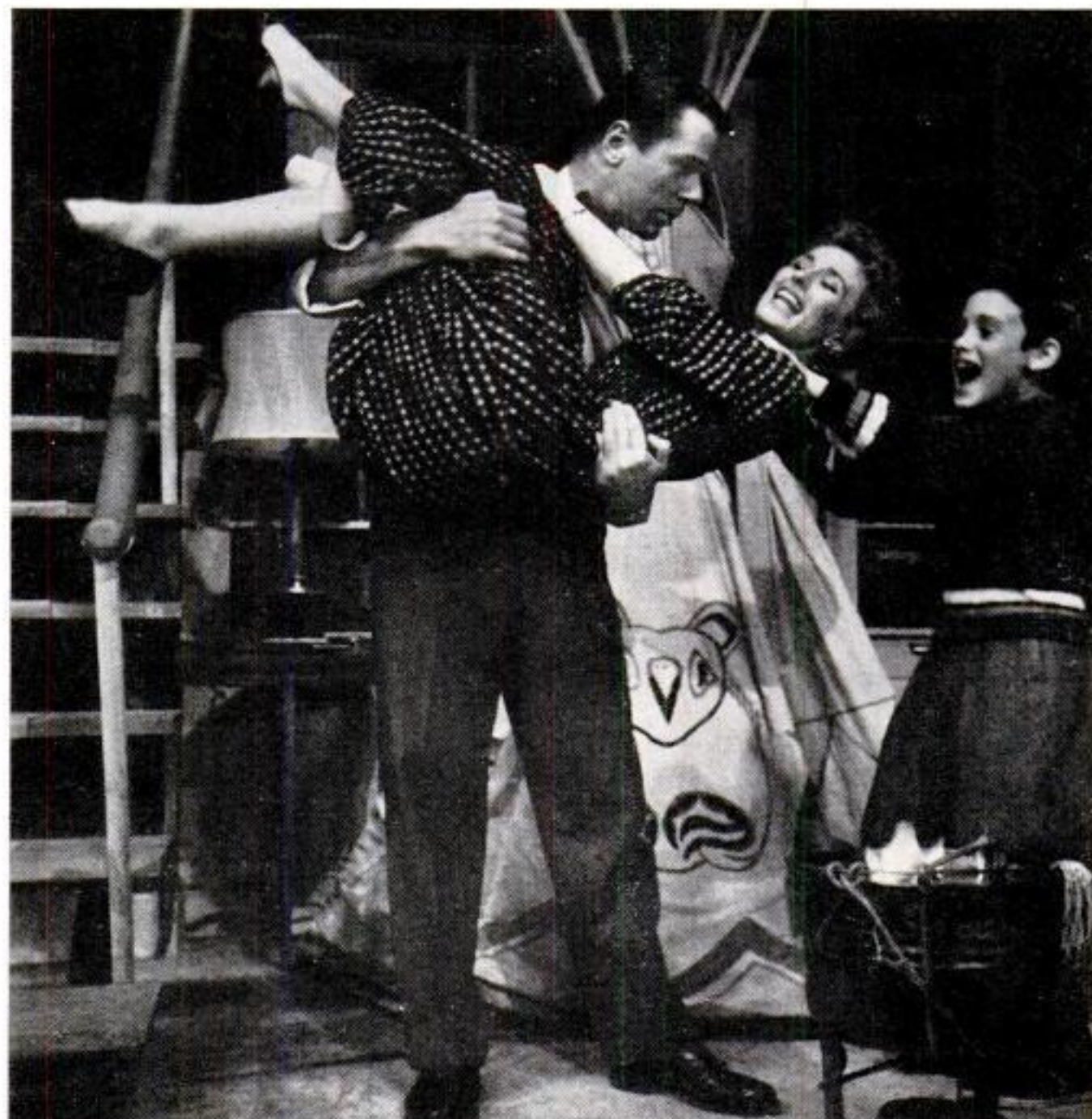
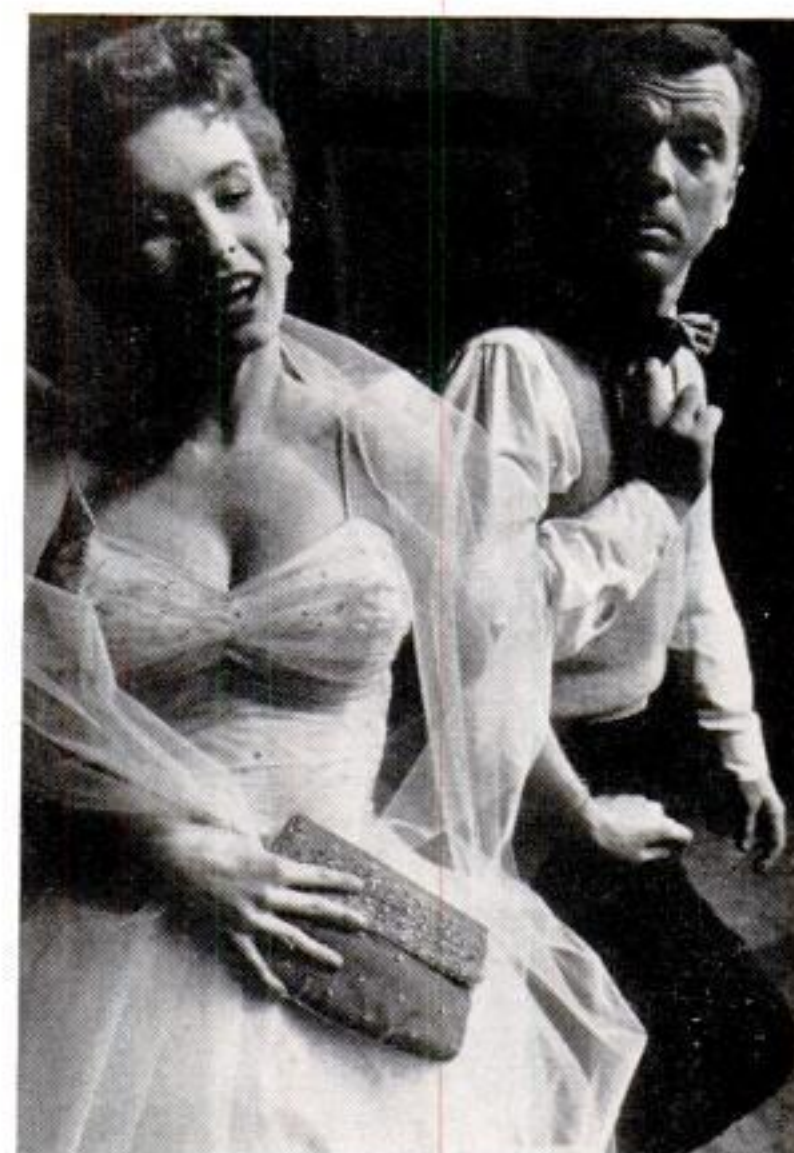
## LOVE AND CARTOONISTS



**SMITTEN DUNREATH** (Cloris Leachman) is about to marry cartoonist boss, Larry (Donald Cook), who tosses aside work of young artist whom he hires to help him.

**ANGRY DUNREATH**, all dressed up for a banquet but left behind by Larry, suddenly discovers an ardent admirer in Francis, the young assistant artist (Jackie Cooper).

**GIGGLY DUNREATH** pretends that she is cannibal's victim in games with Francis and a newcomer to Larry's household, a small boy named Norman (Rex Thompson).



CONTINUED ON PAGE 101



# ROYLEDGE

shelf lining paper and edging (ALL-IN-ONE)



for that  
FRESH, CRISP LOOK!

Off with the dull...on with delightful Royledge! So crisp, so new—so economical too! Pick from a host of gay, colorful, modern patterns that sing of spring. See how Royledge makes each shelf in your kitchen and closets bloom with enchanting freshness. Enchanting, too, how the Plasti-chrome surface wipes breathtakingly clean in a flash—never fades, never curls. And remember, Royledge is edging and lining all-in-one, available in regular or Xtra-width that goes all the way back on the shelf. This very day, make it a point to see Royledge at your favorite Variety, Supermarket or Department store. It's the way to lift your heart and home to new heights—for lowly pennies!



  
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Select from Dozens of Smart Patterns  
Designed for **Royal** living, everyday!



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"We recommend  
this booklet 'FACTS' to every family  
interested in  
proper nutrition"

*Mrs. Alan Ladd*

*A page from the Nutrilite Album of Successful people*

#### A FAMILY PORTRAIT OF THE ALAN LADDS

Mr. Alan Ladd, currently starring in "Saskatchewan," a Universal International picture with color by Technicolor, poses here with his charming wife and their two children, Alana, age 11, and David Alan, age 7. Mrs. Ladd was the former movie star, "Sue Carol." The Alan Ladds are one of the movie colony's happiest and most popular families.

**It's wonderful** to feel that you are a successful wife and mother! To maintain this feeling, women are constantly seeking and absorbing new ideas in many fields of homemaking. Not the least among these fields is family nutrition.

Today, women are not satisfied with the vague compliment, "She sets a good table"...instead, they strive to make sure their families receive every benefit available through the discoveries of modern nutritional science. This is the reason many wives and mothers make certain the diet of the family is supplemented with additional amounts of vitamins and minerals *every day!* Because of this, Nutrilite Food Supplement has received greater and greater acceptance in homes across the nation.

Perhaps—after reading the authoritative booklet, "FACTS...about vitamins, minerals, and Nutrilite Food Supplement"—you, too, will realize the extreme importance of the essential vitamins and minerals in relation to the well-being of yourself and your family.

*Your neighborhood authorized Nutrilite Distributor will make this booklet available to you without cost or obligation. Look in the Yellow Classified Telephone Directory under the heading "VITAMINS" or "FOOD SUPPLEMENTS" for the Distributor nearest you, or write Mytinger & Casselberry, Inc., 1702 Santa Fe Ave., Long Beach, Calif.*

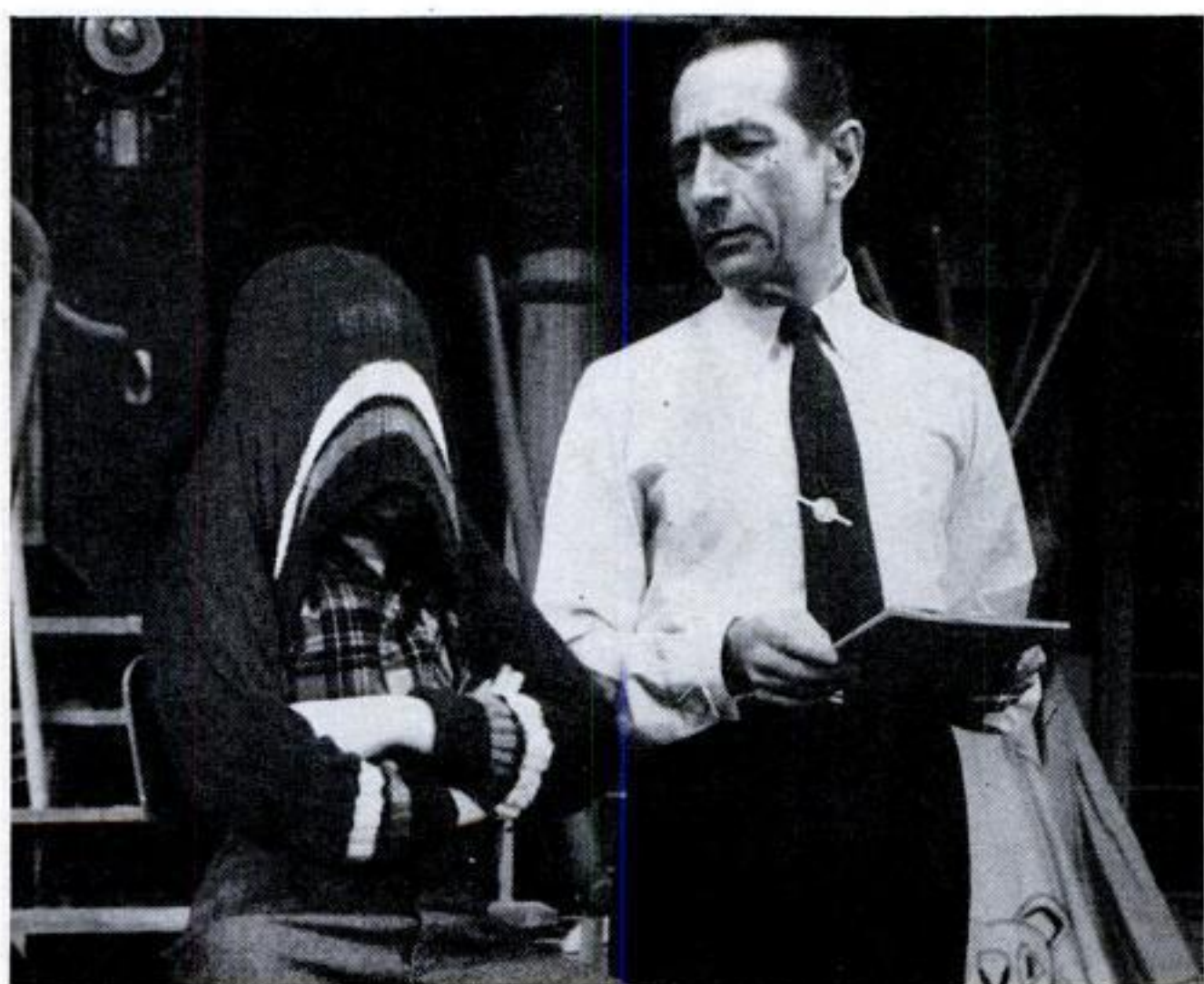
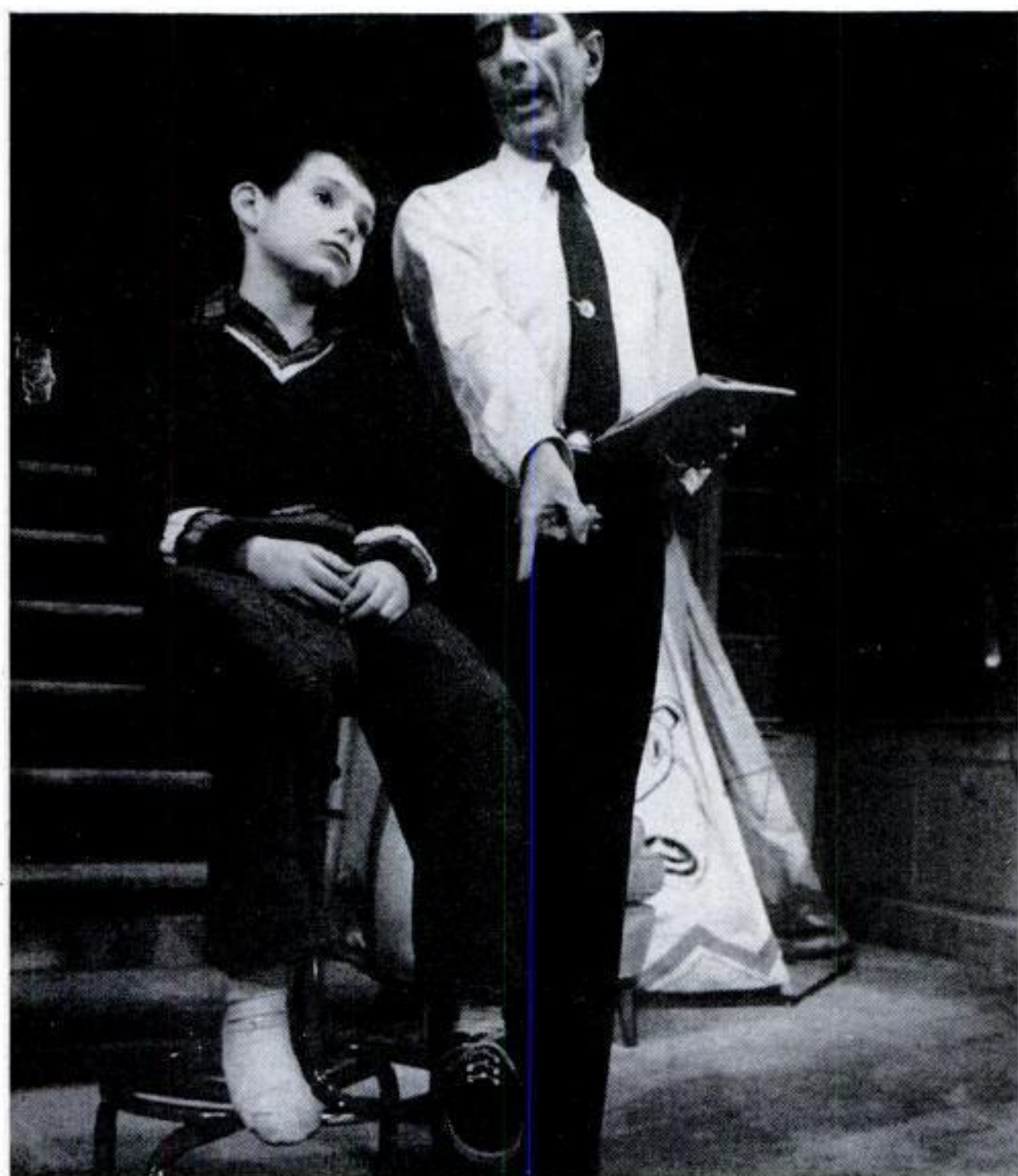


*Nutrilite is sold or offered for sale as a food supplement to supplement or fortify the diet.*

**NUTRILITE** *A distinguished product among food supplements*

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**CARTOONIST AND THE KID**, Norman, whom Larry has adopted just to get favorable publicity, clash during a pompous lecture about the Freudian meanings of *Jack and the Beanstalk*. In a fit of fidgets Norman taps a light bulb (top), loses a shoe and takes refuge inside his sweater. Eventually both Norman and Dunreath leave Larry and take up family life with young Francis.

CONTINUED ON NEXT PAGE



# O-CEL-O Sponge

*Here's why—*

O-CEL-O Sponges speed you through your dishes because they float . . . always at your fingertips. They're lint free, grit free . . . colorful and durable . . . make all clean-ups fast and easy . . . and a pleasure. Take the hard work out of your housework with O-CEL-O Sponges! Many convenient sizes from 19¢.



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**Silf Skin**  
SEAMLESS FULL-FASHIONED

*shaped without seams for comfort and control!*

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BIAS KNIT...the Silf Skin knit actually changes direction to follow and firm each contour.

SEAMLESS COMFORT...exclusive Silf Skin patented seamless crotch . . . no irritating seams to cut, chafe, bind, rub . . . only Silf Skin guarantees you heavenly comfort all through the day, no matter how active you are.

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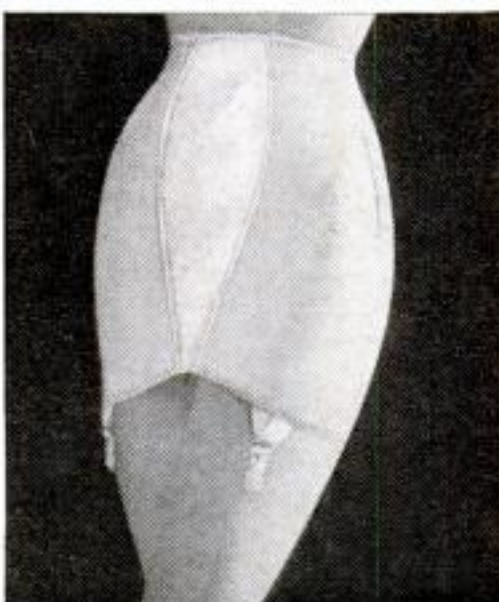
#200 panty  
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**\$5**

In nylon elastic \$7.50

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At fine stores everywhere



WORLD'S ONLY SEAMLESS FULL-FASHIONED GIRDLE

KERRS' ORDEAL CONTINUED

## RETURN FROM BROADWAY



**AFTER THE SHOW**, Jean Kerr with a box of flowers waits backstage at Lyceum to congratulate the members of her cast. She was too tired to feel elation, just numb relief.

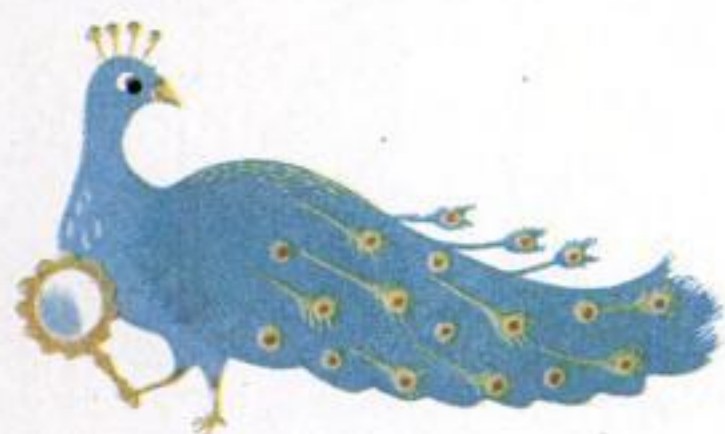
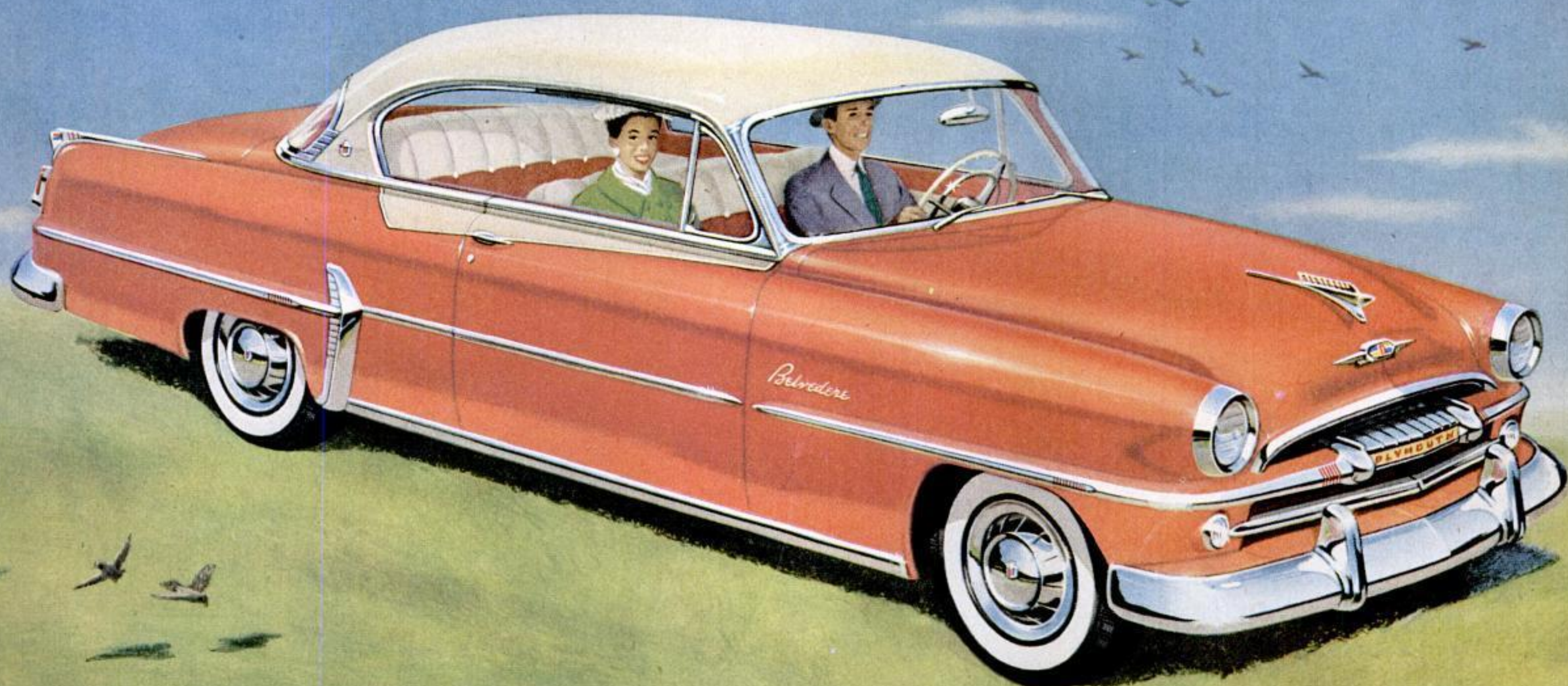
**ON TRAIN** going home Jean and Walter open congratulatory wires. He first met her when she was a student in his drama class at Catholic University in Washington, D.C.



**YOUNGEST KERR** makes a bid for attention as soon as his mother comes home. The Kerrs have four children, all sons, aged 16 months to 8 years.



Even a "bird's-eye view" reveals much of the beauty of the new 1954 **PLYMOUTH**. But to appreciate all the value built into this fine car, you must drive it. Your Plymouth dealer will be happy to arrange your demonstration—just call or visit him today.



**HY-STYLING** makes this the proudest Plymouth of them all! Beautiful all-new "Color-Tuned" interiors bring you luxury new to low-price cars.



**A SMOOTH, GLIDING RIDE** on any kind of road—yours with Plymouth's Truly Balanced Ride! And with sensationally smooth HY-DRIVE\* there's no shifting!



**PARKING'S EASY** with Plymouth's new full-time POWER STEERING\*. It saves your energy in every mile you drive; gives you safer, surer control, with a natural "feel of the road."



**TWO WORK BETTER THAN ONE!** For smooth, quick, always predictable stops, Plymouth front wheels have two brake cylinders, where other low-price cars have only one.



**DO NOT DISTURB** front seat passengers! Plymouth's  $\frac{1}{4}$ - $\frac{3}{4}$  front seat division in two-door models allows easy entrance and exit from the rear seat.



**ROOMY INTERIORS?** Plymouth's are the most commodious (for luggage as well as passengers) in the low-price field! Most comfortable, too!



**WIDE AND CLEAR VISION!** And Plymouth keeps it that way with constant speed electric windshield wipers. In the low-price field, only a Plymouth has them.



*under the beauty*  
**SOLID VALUE**

LET YOUR DEALER PROVE IT TO YOU

Fun for the whole family! Enjoy "That's My Boy" each week on CBS-TV. See TV page of your newspaper for time and station.

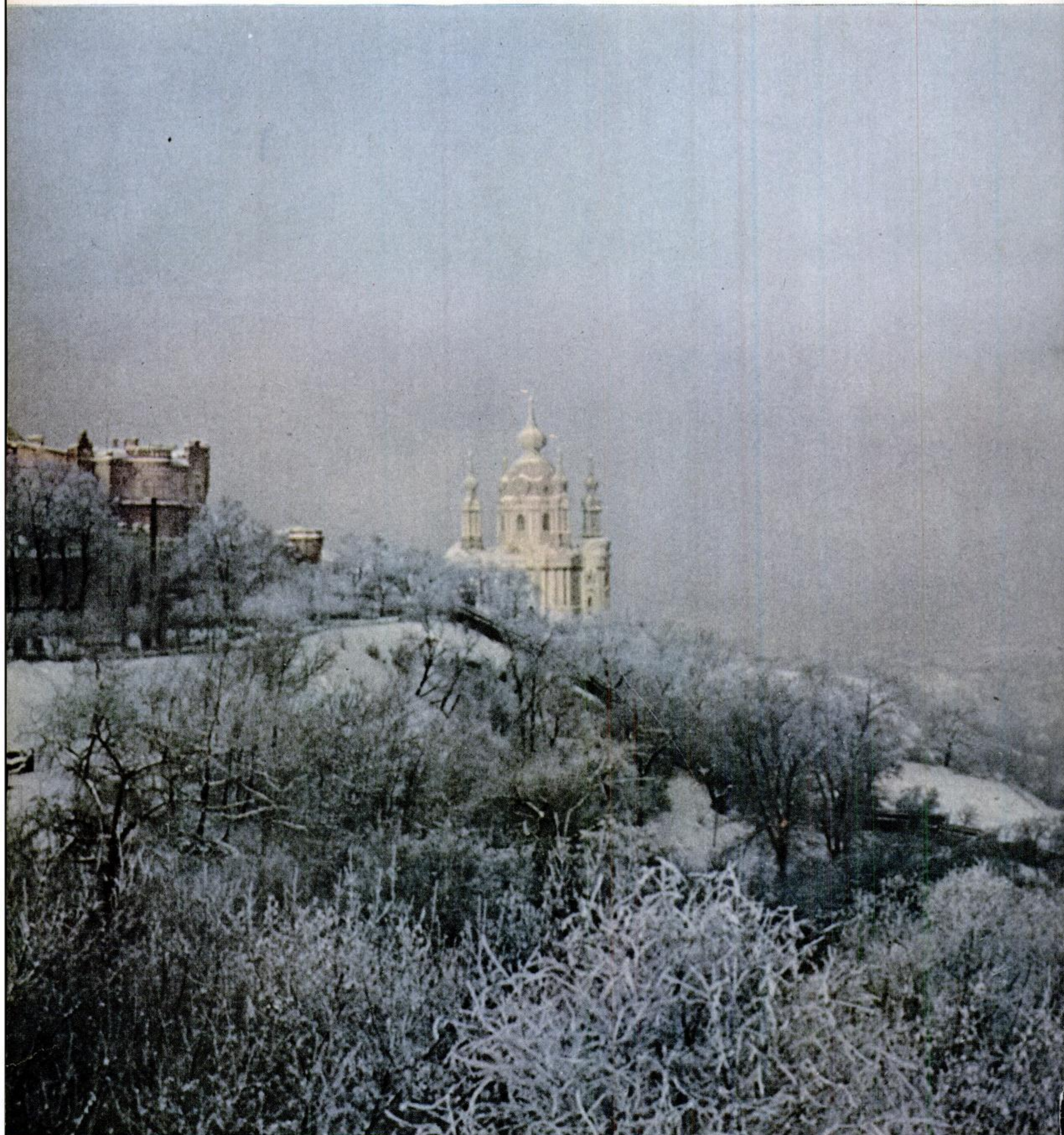
\*Hy-Drive and Power Steering each available at low extra cost.

**NEW '54 PLYMOUTH**

CHRYSLER CORPORATION'S No. 1 CAR



# RUSSIA'S WINTRY



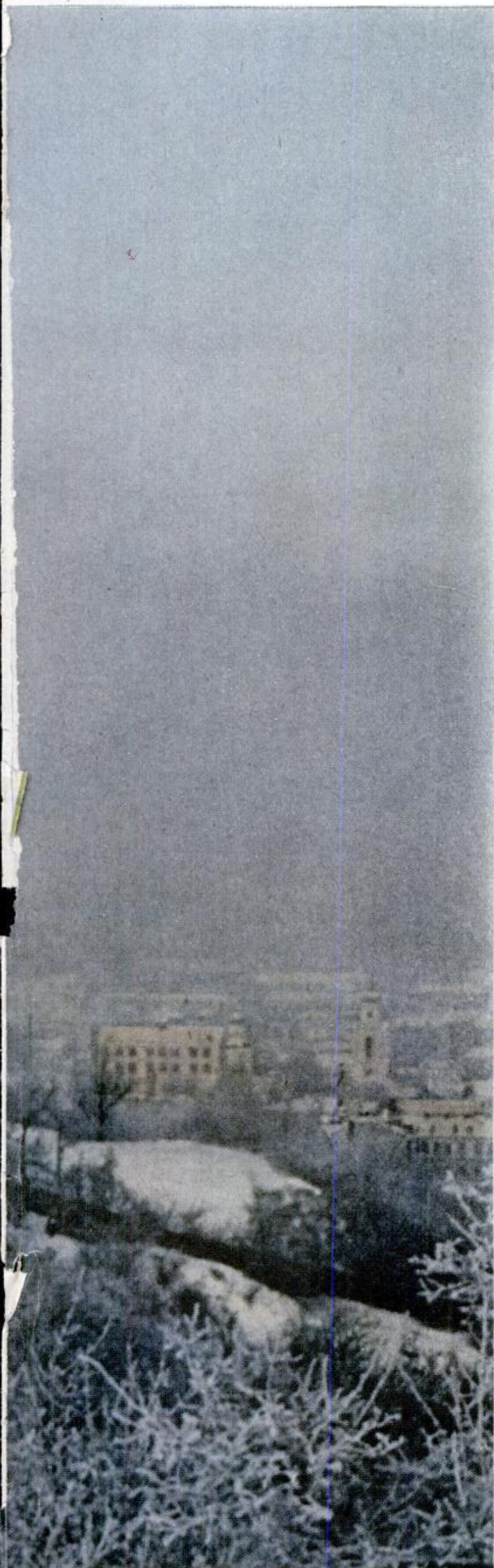
**THE HIGH DOMES** of St. Andrew's Church, overlooking Kiev, constitute a famous Christian

landmark. Built in 1767 by an Italian architect, it marks the spot where the apostle Andrew, said to

have been the first to preach the gospel in Russia, supposedly planted a cross. Though Communists



# LOOK



have tried to replace Christianity with Marxism, many Russians found solace in religion during war.



**LONELY TEAMSTER** drives out to collect firewood on a 4,063-acre collective farm in southern

Ukraine. Farm produces wine, but in winter most of the 860 laborers stay indoors doing repair jobs.

## U.S. students go deep into U.S.S.R., bring back some fresh views in color

Russians have always felt poetic about their winters. "The trees in wintry silver gleamed; While winter's carpet softly shining . . ." wrote the poet Pushkin more than a hundred years ago. Whatever else has changed in Russia since then, the winter has not—as is shown by the silvered trees and shining carpet at left. This picture was taken by one of seven U.S. college editors permitted to visit the U.S.S.R. last winter. In three crowded weeks they covered more than 5,000 miles and eight cities from Moscow to Baku, documenting what they saw in color photographs. The color pictures of the country, which are rare, and the youthful eyes of the photographers combined to give the freshest look at Russia in years.

The college editors refused to editorialize on what they saw. Said Greg Shuker, a journalism

student from Northwestern University. "The visitor can only fill his head with impressions and leave the speculation to wiser heads." Wiser heads in the Kremlin saw to it that they did not wander too far off limits. Communist chaperons were furnished by "Intourist," the official government travel agency, which for \$19 per day also provided four meals (the students thought Russians eat too much), lodgings, chauffeured cars and interpreters.

Bull sessions were also organized with Russian students who surprisingly prefaced each remark with: "In the name of all Soviet students." Asked how one youth could speak for another, thousands of miles away, the Americans got a reply as icy as the landscape they had photographed. "We can," replied a Russian curtly, "because we think the same way."



**YOUNG SKATERS** enjoy time off from school at Kiev's House of Orphans. The home cares for 80

children shipped back from German concentration camps after war. Few are ever taken for adoption.

CONTINUED ON NEXT PAGE





**BOMBED CHURCH**, Uspensky Cathedral in Kiev, twice destroyed and rebuilt since its consecration in 1089, was not repaired by Soviets after German damage.

**FARM BOSS** M. P. Gregoriev runs the Karl Liebknecht collective farm which, as the sign explains, won special recognition for "self-denying labor" in 1953. →





**MARKET ALLEY** in Kiev has the usual long line of customers waiting at a state-owned store to buy government food. In warmer weather the goods are

displayed on tables now covered with snow. The young man at right is an apprentice technician wearing the customary Communist trade-school uniform.



**FAIRY TALE GIANT** called Chernomor, a character from Pushkin's *Ruslan and Ludmila*, was big children's attraction in New Year's celebration at Baku.

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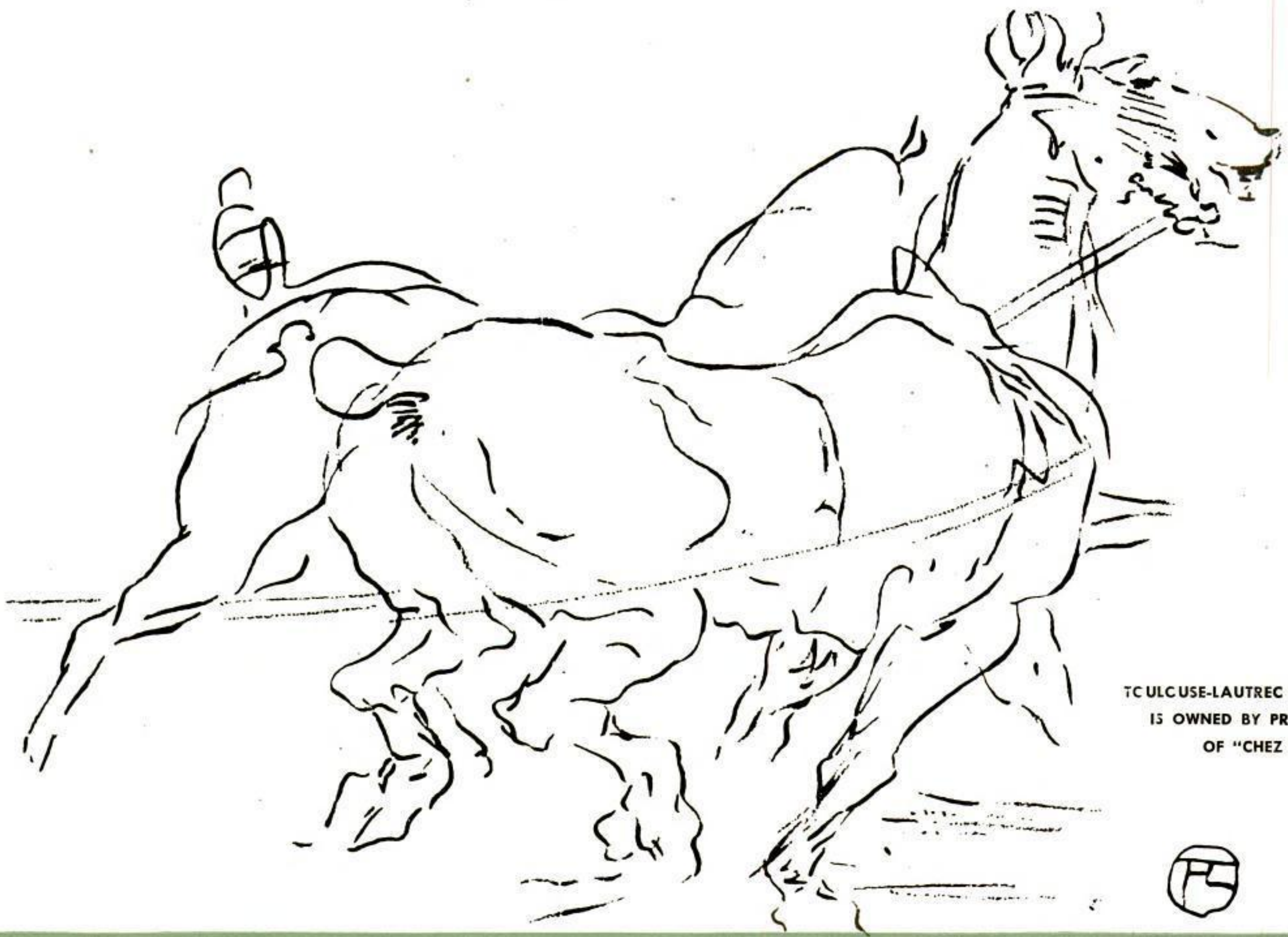
**KREMLIN AT DUSK** bathed in pale light looms up beside the Moscow River. In the foreground is a sentry tower; at right, the tower of Ivan the Terrible.

**STALIN IN SUBWAY**, cast in a 15-foot bronze statue, serves to remind Moscow commuters they must always work hard to fulfill their dead leader's dreams. →









TAURIN-DRAUGHTING  
IS OWNED BY PROPRIETOR  
OF "CHEZ TONTON"



ANTONIO MUSIC DOES SKETCH AT "CHEZ CAMILLE RENAULT"

## AFTER-DINNER ART

Famous patrons decorate guest books of Paris restaurants

In Paris many popular restaurants ask famous customers to sign a guest book known as *livre d'or* (golden book). It has become a tradition for artists, when stimulated by an evening of good food and drink, to decorate the book not just with signatures but with little drawings. Published for the first time in *The Paris Review* this month, the original sketches, which can be seen by any tourist for the asking, make up an impressive if light-hearted collection of the work of some of the world's most famous artists.



PICASSO DREW OWNER OF  
"CHEZ CAMILLE RENAULT"  
AS JUPITER



MERMAID FACE AT  
"LE CATALAN" IS A  
HALLMARK OF JEAN COCTEAU



# Which Highball has the Calvert?



THE HIGHBALLS ABOVE are twins as far as the eye can see. They have the same amount of ice, the same mixer—they're both tall and handsome.

But there's a *difference in the whiskey* and a sip will tell you which one is made with smoother, mellower Calvert.

That's why we say, *test* Calvert against your present brand like the man in the picture, before you order your next whiskey drink.

Once you compare, we think that your next highball will be *the one that is made with Calvert!* But you be the judge. Fair enough?

...

**TRY A CALVERT "LO-BALL," TOO!** Here's the lowdown on a new popular short drink. Place 2 ice cubes in Old Fashioned glass. Pour in 1½-ozs. of smooth, delicious Calvert. Add splash of water or your favorite mix and a lemon twist if you wish. AH—that's really good!

**MAKE THIS EASY WHISKEY TEST:** Sniff ¼-oz. samples of Calvert and any other whiskey for pleasant aroma. *Taste* them critically for flavor and freedom from bite. *Choose* the one that suits your taste.



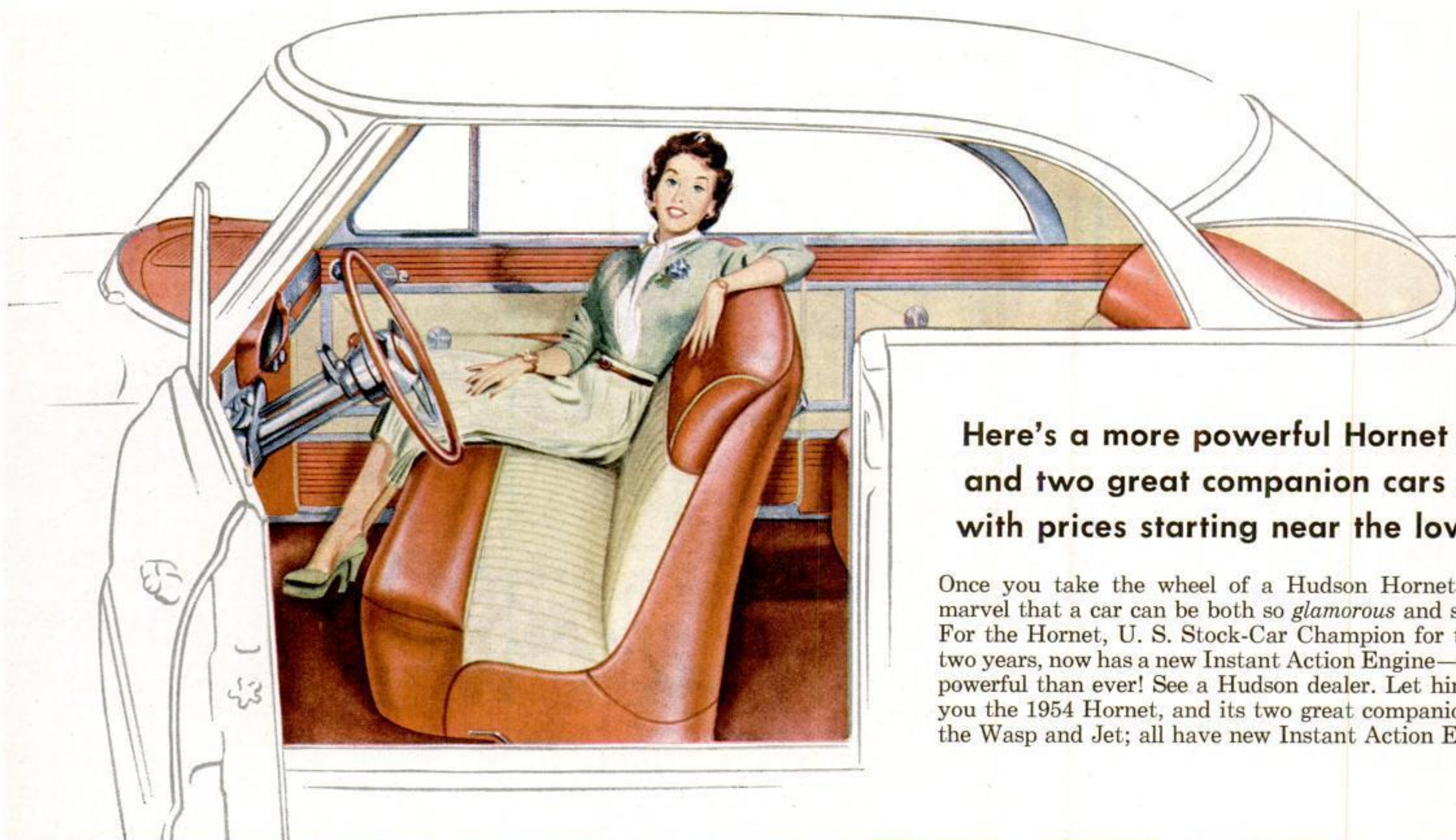
## Compare... and you'll switch to Calvert

CALVERT RESERVE BLENDED WHISKEY—86.8 PROOF—65% GRAIN NEUTRAL SPIRITS—CALVERT DISTILLERS CORPORATION, NEW YORK CITY



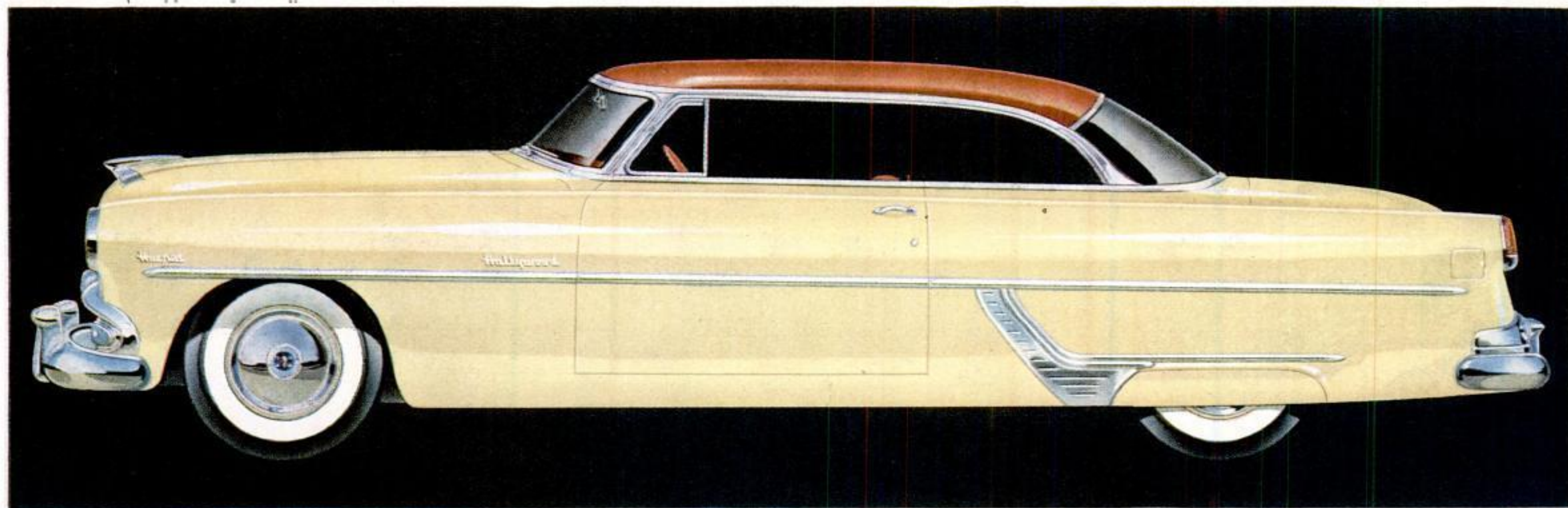
# BIG! GLAMOROUS!

## And U.S. stock-car champion!



Here's a more powerful Hornet . . .  
and two great companion cars . . .  
with prices starting near the lowest

Once you take the wheel of a Hudson Hornet, you'll marvel that a car can be both so *glamorous* and so *alive*! For the Hornet, U. S. Stock-Car Champion for the last two years, now has a new Instant Action Engine—is more powerful than ever! See a Hudson dealer. Let him show you the 1954 Hornet, and its two great companion cars, the Wasp and Jet; all have new Instant Action Engines!



Hudson Hornet Hollywood Hardtop

These great exclusives are yours in Hudson: New Instant Action Engines, with Super Induction . . . "Step-down" design with its low center of gravity for safer, "cling-to-the-road" ride . . . Twin H-Power\* that develops more action from every drop of gas . . . Flight-Line Styling for true streamlining . . . Triple-Safe Brakes . . . Monobilt body-and-frame†, most rugged construction known.

Power steering\*, power brakes\* and fully automatic drives\* are also available on most models. Let a dealer show you how much more you get for your money in Hudson.

\*Optional at extra cost. †Trademark. Patented.

## 1954 HUDSON HORNET

### HUDSON **WASP**

Spectacular running mate of the Hudson Hornet, gives you Hornet-like glamour and power in the low-medium price field: at a new lower price for 1954.

### HUDSON **JET**

Compact, economical edition of the Hornet, with outstanding gas economy and handling ease. Has the amazing roadability of the Hornet. Prices start near the lowest.

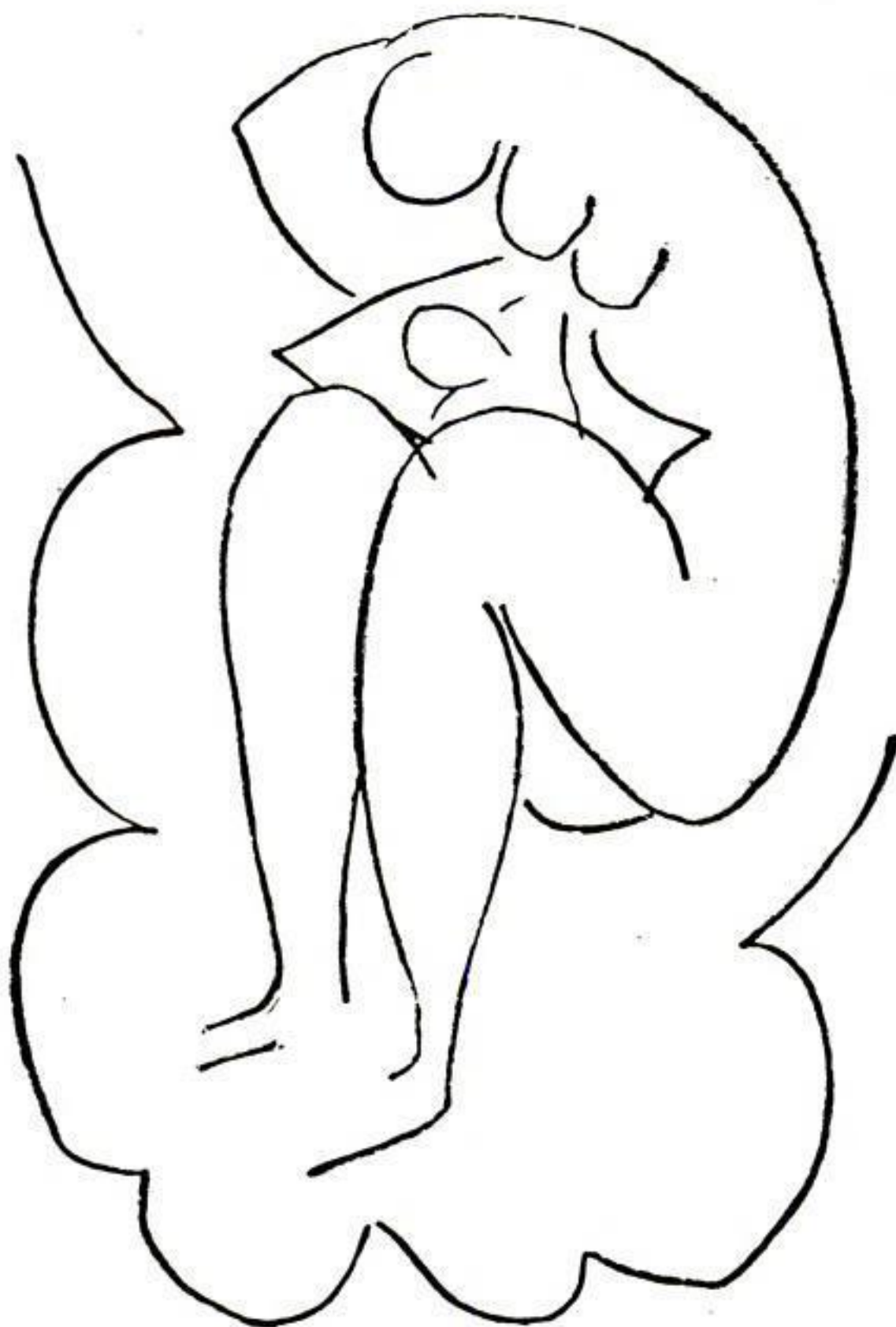
**THREE OF A KIND . . . in Glamour, Performance and Quality**

Standard trim and other specifications and accessories subject to change without notice.

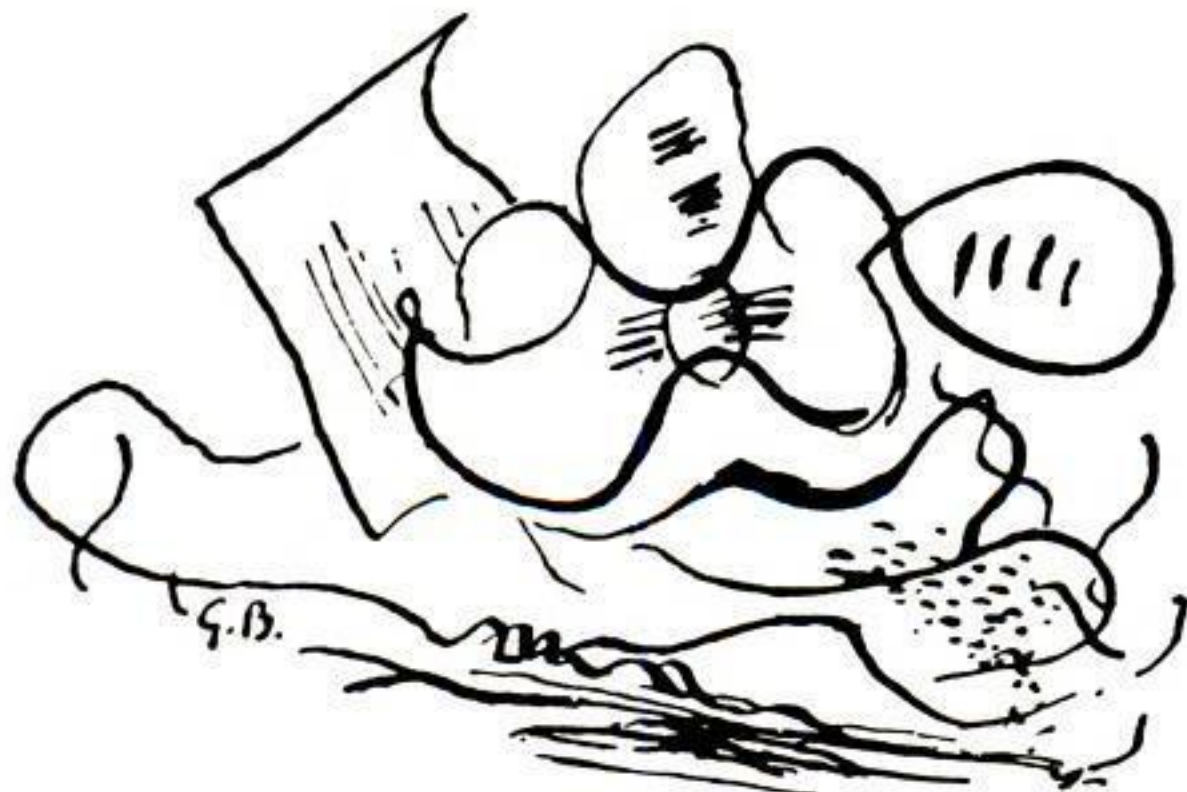




DUFY DREW MEXICANS FOR "LA MEDITERRANEE"



"CHEZ TONTON" HAS MATISSE'S MADONNA AND CHILD



BRAQUE DREW PALETTE FOR "CHEZ CAMILLE RENAULT"

CONTINUED ON NEXT PAGE

# Wonderful New Pride in your home...



## ...when you **Welcome** Your **KIRBY MAN**



Not only a bright spotless house your friends exclaim about, but the way to have it without the drudgery that now takes too much of your strength and your time!

That's what your Kirby Man brings you, something that's almost push-button housekeeping to more than a million home-makers in America who have welcomed him into their homes.

He's a gentleman who merits your confidence. The Kirby Man is carefully chosen, trained, tested ...when he calls at your door or telephones, as he's likely to do soon, don't hesitate to welcome him. You'll be glad you did.

This button identifies the man it pays you to welcome!



**The Scott & Fetzer Company**

1922 W. 114th STREET • CLEVELAND 2, OHIO

Mfd. in Canada by Switson Industries Limited  
Welland, Ontario

Home Sanitation since 1919

**A "Kirby Man" In Your Home?**  
Many men and women have become part-time "Kirby Men" and discovered a successful career. Any adult in your home ambitious to increase his income, should write to us.





## A VERY SPECIAL OFFER

**To you.... the 6 million men  
who are already using today's  
new "pressure-can" lathers**



Look for this special "twin pak" saving  
at your favorite drug and toiletries  
counter today. Get yours now.

# A HALF-YEAR SUPPLY

2 large cans of

## WILLIAMS INSTANT LATHER

WITH LANOTRATE<sup>25</sup>

# FOR ONLY 98¢

REGULAR \$1.58 VALUE

**To you**—now—this offer brings  
the advantages of an even better  
"pressure-can" lather.

We mean Williams Instant  
Lather—*containing lanolin in its  
richest form*. An extract of lanolin  
concentrated 25 times! The  
Williams discovery LANOTRATE<sup>25</sup>.

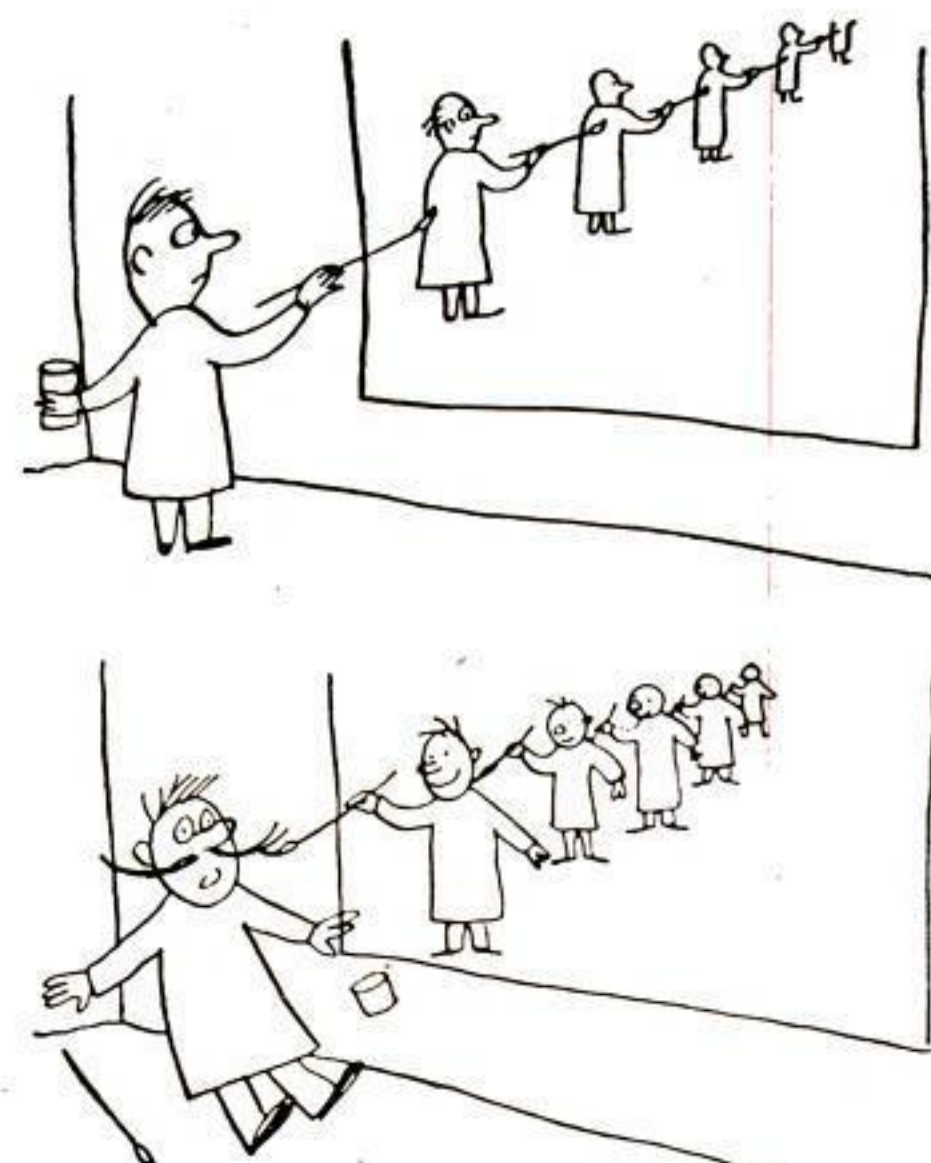
Everybody knows the benefits  
of lanolin. Lanolin is the nearest

thing to the softening agent found  
in the human skin itself.

Now, exclusively in Williams,  
this lanolin concentrate—LANO-  
TRATE<sup>25</sup>—brings its results in a  
new kind of shaving. The truly  
"kind-to-the-skin" shave!

### All three with LANOTRATE<sup>25</sup>

LANOTRATE<sup>25</sup> is now found exclusively in  
Williams Shaving Creams. Williams Instant  
Lather. Williams Lather and Williams  
Brushless Glider. The J. B. Williams Com-  
pany, Glastonbury, Connecticut.



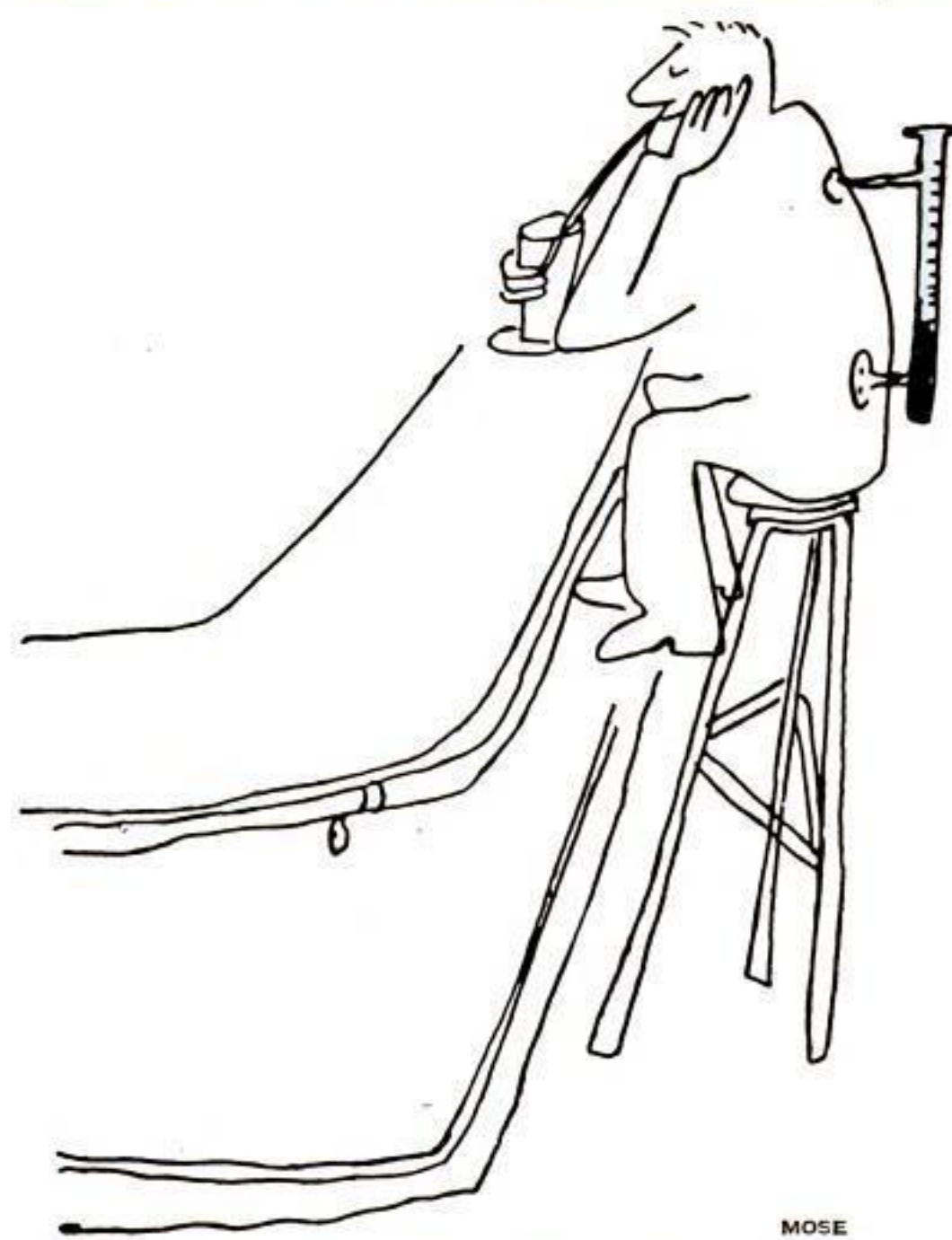
PAUL GRIMAULT

MOVIE ANIMATOR DREW CARTOON FOR "LE CATALAN"



PEDRO LEITAS

AN ITALIAN DREW OGRE FOR "CHEZ GEORGES"



MOSE

PARIS CARTOONIST SHOWS HIMSELF AT "LE VILLAGE"



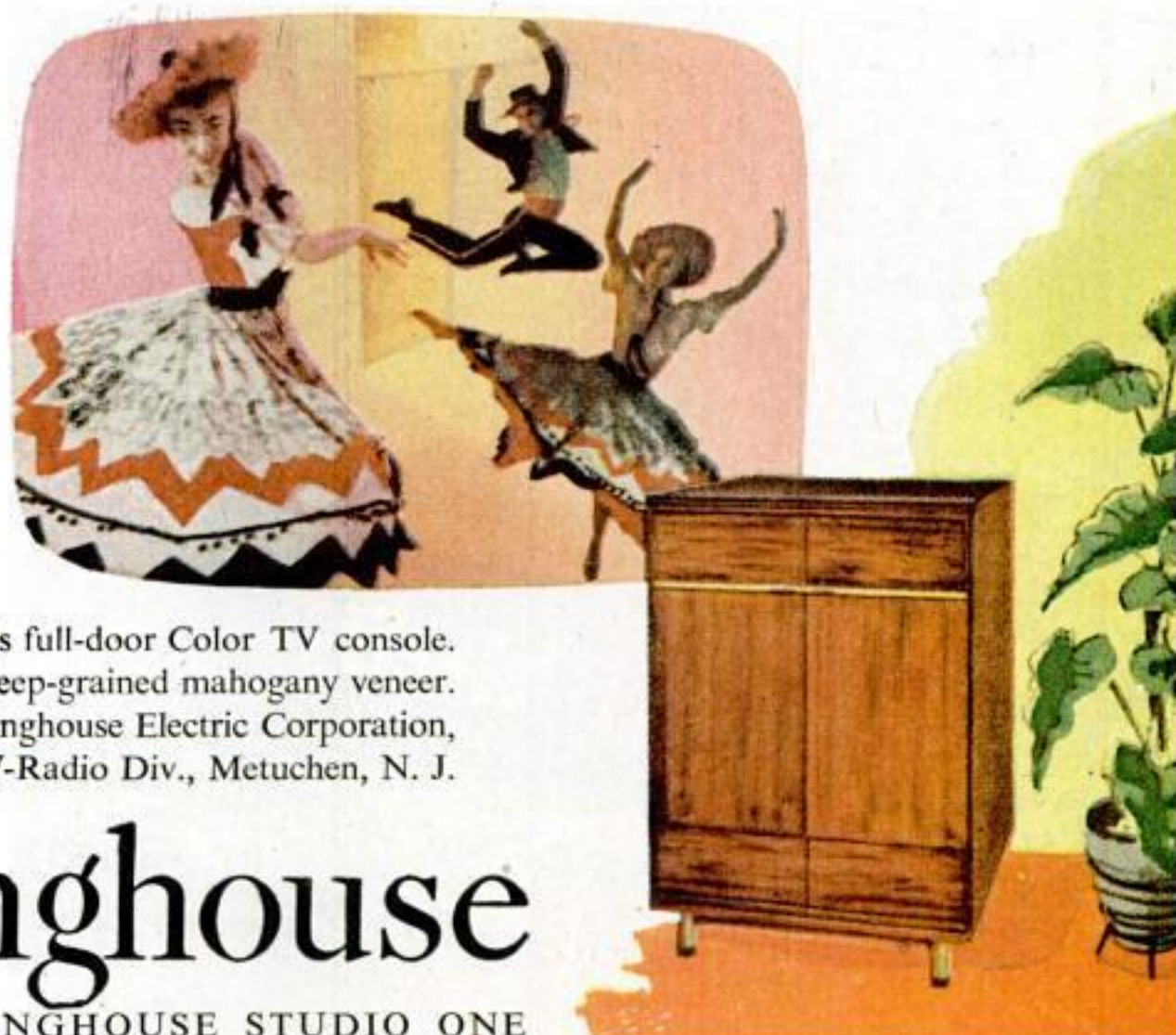


# WESTINGHOUSE IS FIRST...TO BRING YOU FULL RANGE COLOR TV

Another milestone in Westinghouse leadership . . . first in Color TV! First to make the breathtaking beauty of color television a reality in the home. This new miracle of television gives you "full range" color pictures with faithful reproduction from tints to deepest tones.

In addition, each receiver projects full range black-and-white pictures with full range sound. Each receiver that comes off the Westinghouse "Miracle Mile" production line is engineered, built, and tested for years of dependable service, and installed by factory-trained experts. Westinghouse Color TV is now being delivered in many major cities. Ask your dealer how soon you can see Westinghouse Color TV in *your* town.

Superb styling matches leadership engineering, in this full-door Color TV console.  
Model 840CK15, in hand-rubbed, deep-grained mahogany veneer.  
Westinghouse Electric Corporation,  
TV-Radio Div., Metuchen, N. J.



**YOU CAN BE SURE...IF IT'S** **Westinghouse**

TUNE IN EVERY WEEK...TV'S TOP DRAMATIC SHOW...WESTINGHOUSE STUDIO ONE

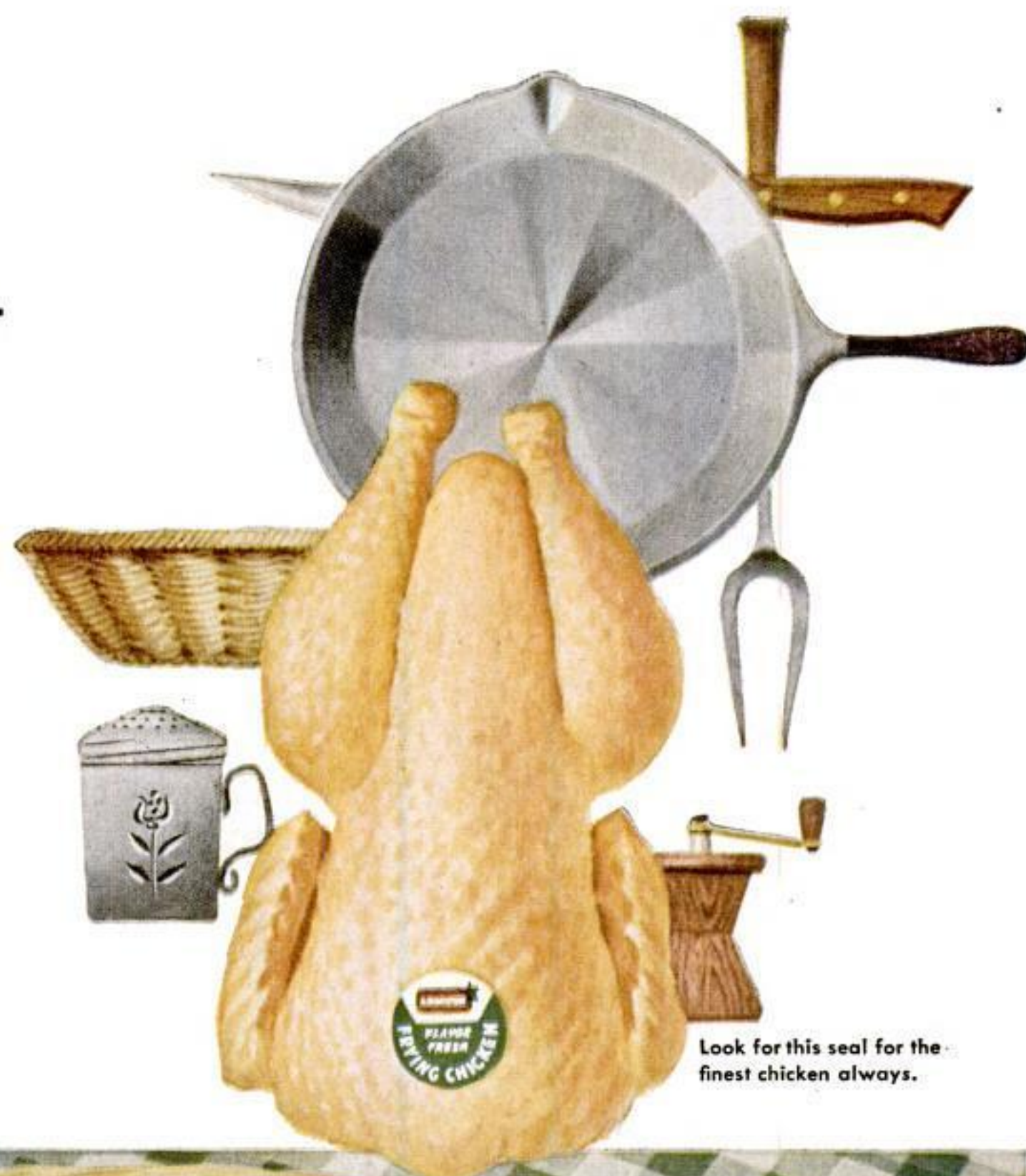


# Armour Star Chickens are fast-grown for tenderness— full-grown for meatiness!

Armour Star Chicken is extra-tender as only really young birds can be—yet it's meaty because it's gained its full growth in just 10 weeks. That's the secret—fast-grown for tenderness, full-grown for meatiness! And Armour Star Chicken is specially fed for wonderful flavor. It's dressed, fresh-iced and rushed to your market under refrigeration so it reaches your table flavor-fresh!

Plenty of juicy, crisp-fried Armour Star Chicken would taste mighty good tonight or tomorrow. Serve it informally with simple relishes—let everybody help himself, eat it as he likes.

For many other ideas and recipes get the new booklet, "Bring on the Bird." Write at once to the famous Armour home economist, Marie Gifford, Dept. 650, Armour and Company, Chicago 9, Ill.



Look for this seal for the finest chicken always.



You know it's good!

**ARMOUR**  
STAR

The Armour Star label is one of  
the world's great guarantees!





# Hollywood's Hottest Property

## MOVIES WILL SOON BE FULL OF GRACE KELLY

In Hollywood, 1954 is likely to be known as this year of Grace. The reason is the serious-looking girl shown at right, portrayed by 24-year-old Grace Kelly, who has suddenly become the most valuable acting property in the movies. With four recently completed top-budget films to be released this year and a fifth already begun, Miss Kelly's cool beauty (*see cover*) and her unquestionably fine acting ability will soon be movieland bywords. What will not be so publicly evident, however, is the determination—what one convinced producer called Miss Kelly's "stainless steel inside"—that has brought all this about.

Grace, daughter of a famous and wealthy Philadelphia family (*see p. 122*), scarcely needed fame or wealth but through her drive to be an actress seems destined to attain both. Like all her performances her deliberately planned career has been a masterpiece of underplaying. Having established herself as a competent TV actress and taken smallish movie roles in *Fourteen Hours* and *High Noon*, she turned down a Hollywood contract with the amused tolerance of a high-born English postdeb at teatime and returned to her first love, Broadway. She consented to come back for a role in *Mogambo* (*below*) and then she was on her way.



**STUDIOUS STAR** Kelly wears one pair of glasses on *Country Girl* set for reading script and the other for playing scenes with Stars Crosby and Holden.

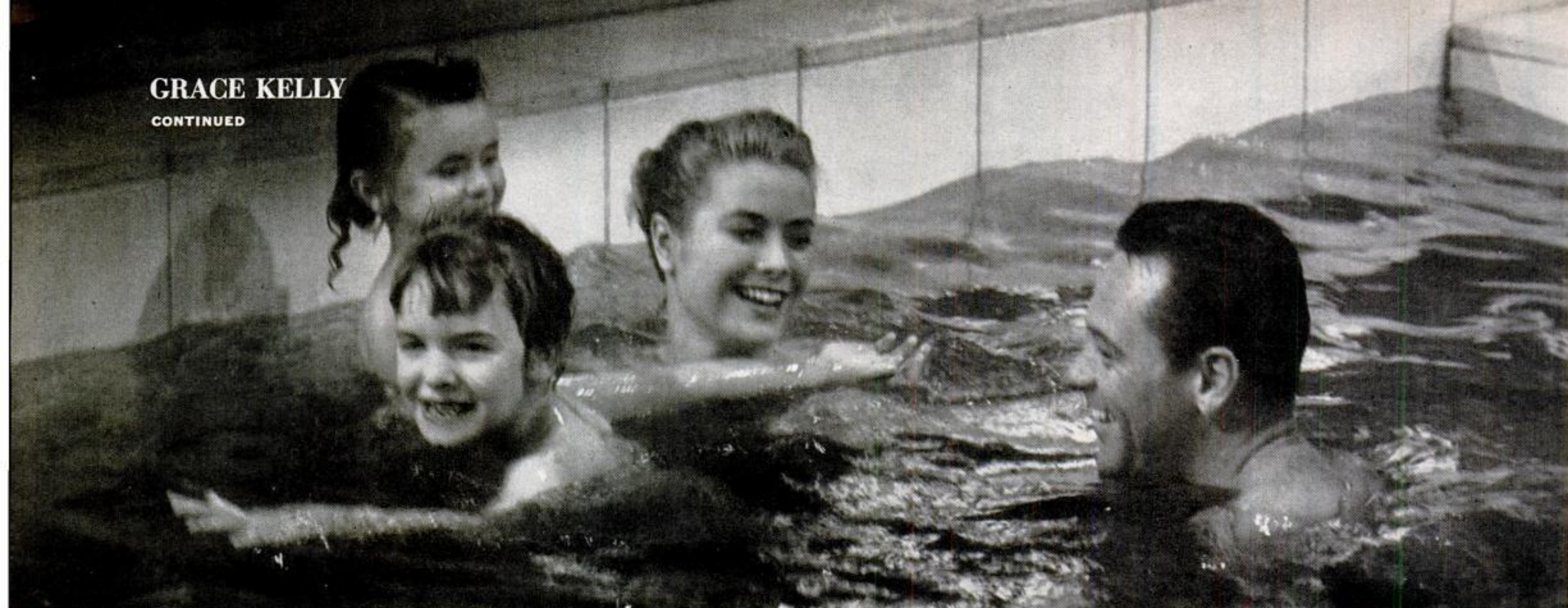
**BUDDING STAR** Kelly made her first big splash in *Mogambo* as a prissy English bride who falls for virile Clark Gable in memorable love scene at left.

CONTINUED ON NEXT PAGE 117



# GRACE KELLY

CONTINUED



WITH WILLIAM HOLDEN, HER HUSBAND IN "THE BRIDGES AT TOKO-RI," GRACE TAKES CHILDREN TO JAPANESE PUBLIC BATH WHERE FAMILIES BATHE NUDE

## SHE GETS HER PICK OF HOLLYWOOD'S BEST MEN



WITH RAY MILLAND in Warner's *Dial M for Murder*, Grace plays role of wife marked for killing.

Best gauge of Hollywood's evaluation of Grace Kelly is the leading men she has had. After *Mogambo* she was starred in quick succession opposite the four big Hollywood names shown on this page. The basis for her success is her combination of freshness, ladylike virtue and underlying sex appeal that has led two of her directors to compare her with the early Ingrid Bergman. Added to that is her ability to lose herself in almost any dramatic role. For this Alfred Hitchcock invited her back for a second film when she had finished one for him, and Paramount liked her so much in her first for them that it reborrowed her from M-G-M to do two more right away. Still on her original contract, Miss Kelly is not getting much more than the \$750 a week she started at, although other studios are reported to be paying M-G-M as much as \$50,000 a picture for her services.



WITH BING CROSBY in *Country Girl* she plays the long-suffering wife of neurotic has-been singer.

WITH JIMMY STEWART IN "REAR WINDOW" GRACE HELPS SOLVE MURDER WHICH LAID-UP PHOTOGRAPHER STEWART SUSPECTS OCCURRED ACROSS BACKYARD



CONTINUED ON PAGE 120



# Just for you, Sweetheart...

## Your very own celebration!

Mom and Dad only get a day ...  
but you get seven!

**NATIONAL BABY WEEK—May 1-May 8**

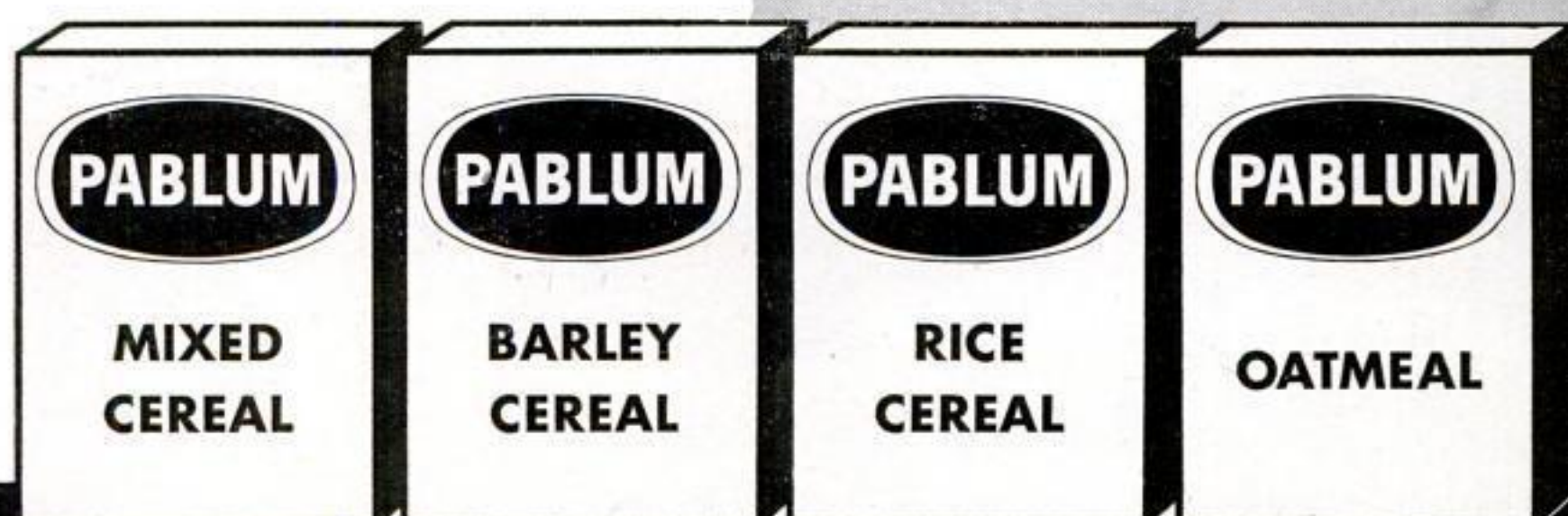
Druggists and grocers are  
featuring wonderful values  
all this week. So it's a grand  
time for Mom to stock up  
on the foods you like.

## Your very own cereal— **PABLUM!**

So easy to digest, so good to grow  
on because it's vitamin-and-mineral  
enriched. Babies have been thriving  
on Pablum for over 22 years.



**4**  
varieties  
at your  
druggist's  
or  
grocer's



Pablum® is the original pre-cooked cereal made only by Mead Johnson & Company, world famous for nutritional and pharmaceutical products

**MEAD**



for a limited time only...

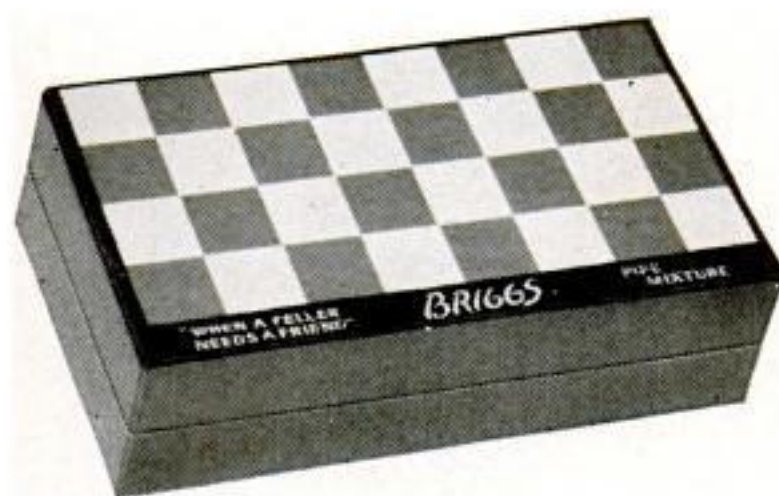
**SAVE \$2.51**

with this

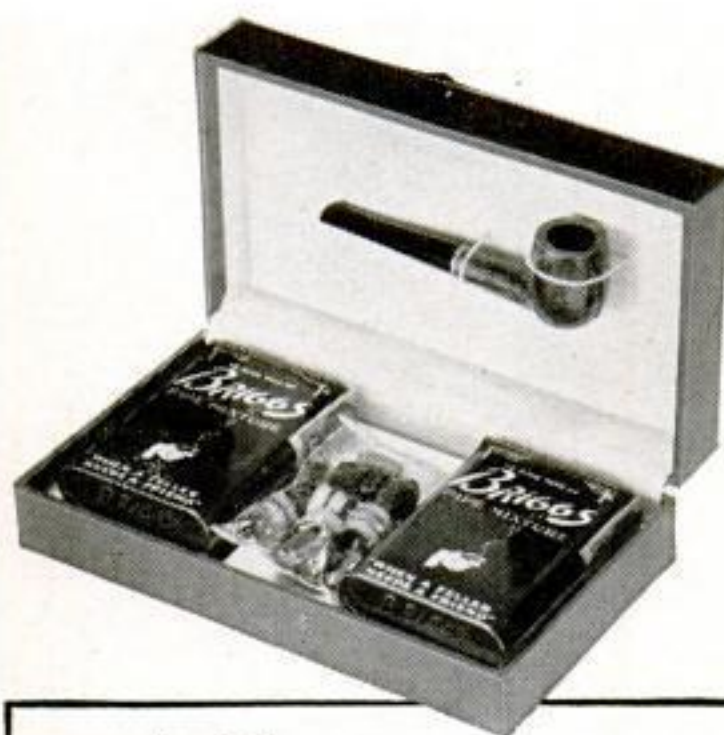
**BRIGGS**

special

"GET ACQUAINTED" OFFER



To introduce you to deep-down smoking pleasure, the makers of Briggs pipe mixture offer you this handsome kit containing (1) a complete checker set, (2) a genuine imported briar pipe and, (3) two tins of milder, smoother, friendlier Briggs pipe tobacco.



a \$3.80 value

ALL YOURS FOR

**ONLY \$1.29**

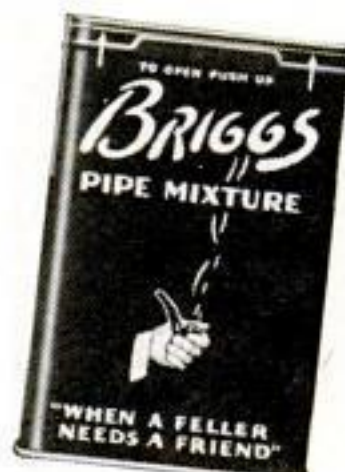
at your favorite cigar counter

**BRIGGS PIPE MIXTURE**

smokes 3 ways better

1. Friendly, natural aroma
2. Mellow-tasting and mild
3. Stays lighted longer

The best tobacco your pipe can hold!



ON BROADWAY Grace played angelic, beloved daughter of harassed Raymond Massey in Strindberg's gloomy *The Father*. Play ran only two months.



ON TV Grace became a leading lady (LIFE, May 5, 1952). Type-cast as college girl and rich kid, she switched to role of a sexy singer in *Lights Out*.

**Pillsbury**

THE FULL

**13-Egg**

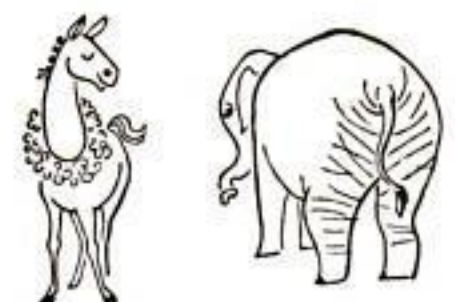
**Angel Food Cake Mix**

WATER IS ALL YOU ADD

Where to find

**Milliken's Visa**

YOUR PASSPORT TO COMFORT AND GOOD GROOMING



Your favorite store probably has Visa in the suits and slacks of a leading clothing manufacturer. It can be identified by the Visa label or the label, "A Milliken fabric, 55% Dacron—45% Worsted." Visa may also be found under private store brands. So to be sure you are getting all the benefits of this remarkable new fabric, ask the salesman: "Is this garment made of Milliken's Visa? And to double check..."

**Look for These Brand Names:**

SUIT MANUFACTURERS	BRAND NAME
J. Capps & Sons, Limited.....	Darien
Eagle Clothes, Inc.....	Terrapin
H. Freeman & Son, Inc.....	Stratoweigh
L. Greif & Bros., Inc.....	Magicon
Hart Schaffner & Marx.....	Viracle
Hyde Park Clothes.....	Norcad
B. Kuppenheimer & Co.....	Blendaire
Michaels Stern & Co., Inc.....	Wonderon
Padi Clothes.....	Mainstay
Pincus Brothers, Inc.....	Trinidad
Raewin Clothes.....	Winaire
Rogers Peet.....	Peetmill
Schloss Bros. & Co., Inc.....	Indiaweve
H. A. Seinsheimer Co.....	Coolers
Timely Clothes, Inc.....	Lanacon

SLACKS MANUFACTURERS	BRAND NAME
William Fretz & Son, Inc.....	Fretzlon
Hochenberg & Gelb, Inc.....	Phan-tas-mic
Chester Laurie.....	Verralene
H. Lissner Co., Inc.....	Lisstron
Majer Slacks Co.....	Majercron
McGregor Sportswear.....	Tropicron
Sol Newman, Inc.....	Abbies

Visa Tuxedos by West Mill Clothes, Inc.  
Sole Distributors to Custom Tailors  
S. Stein & Co., Inc., New York  
also INTERWOVEN VISA Socks

Suits range from \$55 to \$90—prices differ according to variations in tailoring. Slacks, about \$20.

For the store nearest you, write:

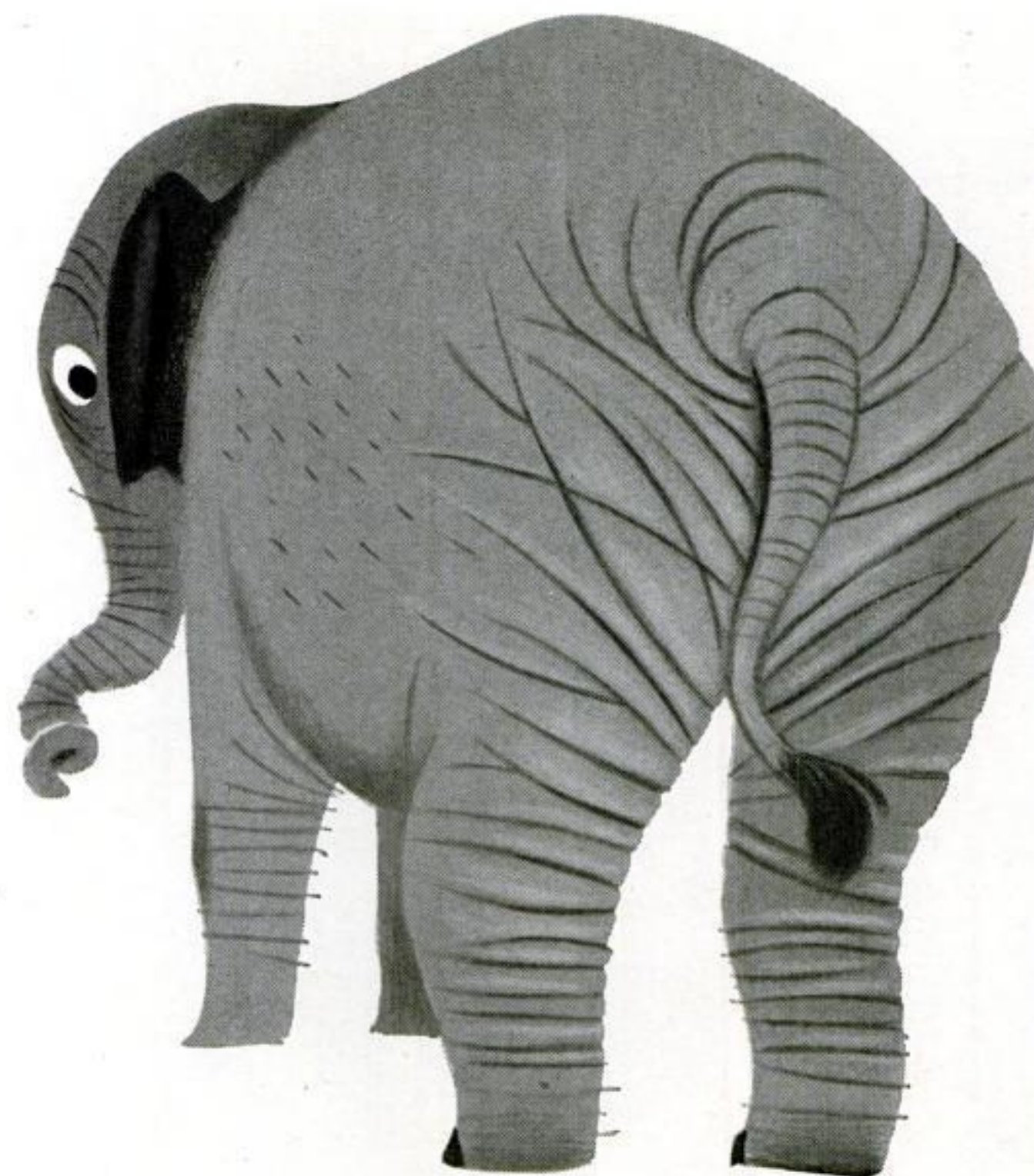
Deering Milliken & Co., Inc., Men's Wear Div.  
Dept. L, 1407 Broadway, New York 18, N. Y.

CONTINUED ON PAGE 122



# Mister, you may look like a thoroughbred in front...

## but...



**How's the view from the rear?** Wrinkles are o.k. for elephants, but not for the human male. Yet that's the way your suit or slacks often look in hot, sticky, summer weather.

What a man needs is Milliken's Visa, the tropical fabric that "stands up" where you sit down. Visa is blended of enough Dacron (55%) to retard wrinkles and hold its trouser crease, even in the rain... enough luxurious worsted (45%) to absorb moisture

and provide summer weather comfort. What's more, Visa keeps you cooler than any tropical, because it's 20% lighter and twice as porous.

To enjoy all the extra benefits of this blend, insist on Visa, the only Dacron-Worsted that's been worn and proven over the past 3 summers. You'll cut pressing bills... travel light... and look right all the time, rear as well as front!

*Milliken's* **Visa**<sup>®</sup> TROPICAL FABRIC

THE ORIGINAL 55% DACRON\*—45% WORSTED BLEND

\*DuPont's polyester fiber

DEERING MILLIKEN & CO., Inc., Men's Wear Division, Dept. L, 1407 Broadway, New York 18, N. Y.

See opposite page for information on how to be sure you get Suits and Slacks made of Milliken's VISA





They had their  
BITE SIZE CHEX today!  
(How about you?)

#### THERE IS A DIFFERENCE IN CEREALS

No other cereal, flaked or puffed, gives you so much honest-to-goodness nourishment in such concentrated Bite Size form. Delicious? Yes. Crisp? Down to the last bite. But best of all is the wonderful ready-for-anything feeling you have after a Bite Size Chex breakfast. Don't miss it. Start tomorrow.



RALSTON PURINA COMPANY, St. Louis, Mo.

#### GRACE KELLY CONTINUED



KELLY FAMILY was brought up to a strenuous life. Father was physical culturist, mother was an ex-gym teacher and 1919 cover girl. Grace is at left.

#### KELLY IS FINE OLD NAME

Grace Kelly's family has already made its mark in the U.S. Her father, John B. Kelly, a wealthy building contractor and Democratic leader, once ran for mayor of Philadelphia, but he gained his greatest fame as a physical culturist and sculler. When he was barred in 1920 from competing in the Henley Regatta in England because he had once laid bricks and was therefore "no gentleman," he beat the winner in the Olympics two months later and did not rest easy until his son Jack won the Henley in 1947 and again, to prove it wasn't a mistake, in 1949.



GRACE'S UNCLE GEORGE

Grace's Uncle George is one of America's most distinguished playwrights, Pulitzer prizewinner and author of *Craig's Wife*, *The Show-Off*, *The Torchbearers* and innumerable other hits. Another uncle, the late Walter Kelly, was the famed "Virginia Judge" of vaudeville.



ROWING KELLYS, John B. Sr. and Jr., work out on the Schuylkill River in 1945. That year young Jack won five rowing titles in local July 4 regatta.





"It's the biggest news in washer history!"

# THE MAYTAG AUTOMATIC

Saves water! Saves suds! ↑ Never any half-clean clothes!

(New Automatic Water Level Control adjusts to small, medium, or full loads.)

(Exclusive Double-spin tubs never let dirty wash water strain back through clothes.)

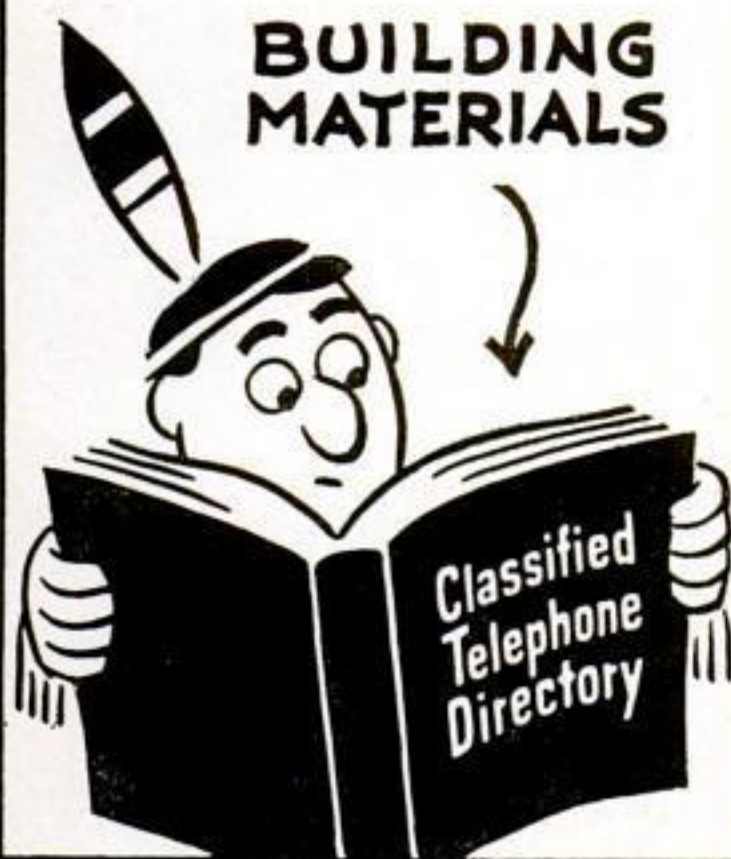
THE MAYTAG COMPANY, NEWTON, IOWA



Looking for  
Something?



BUILDING  
MATERIALS



FROM BOATS TO  
BUILDING MATERIALS  
WHATEVER YOU NEED  
LOOK IN THE  
'YELLOW PAGES'  
OF YOUR TELEPHONE DIRECTORY



SPRAYING AN ORCHARD IN WASHINGTON, THE AIR TRACTOR FLIES SLOW AND LOW OVER ROWS OF CHERRY TREES

## NEW DESIGN FOR DUSTING

An ungainly crop-spraying biplane is made to fly as slowly as possible

While aircraft designers almost everywhere are streamlining planes to make them fly faster, Bob Lamson, former chief test pilot for the Boeing Airplane Company, is doing just the opposite. He has designed a slow-flying, box-shaped biplane that looks like a throwback to the early days of aviation.

The ungainly new plane, produced by the Central-Lamson Corporation and called the Air

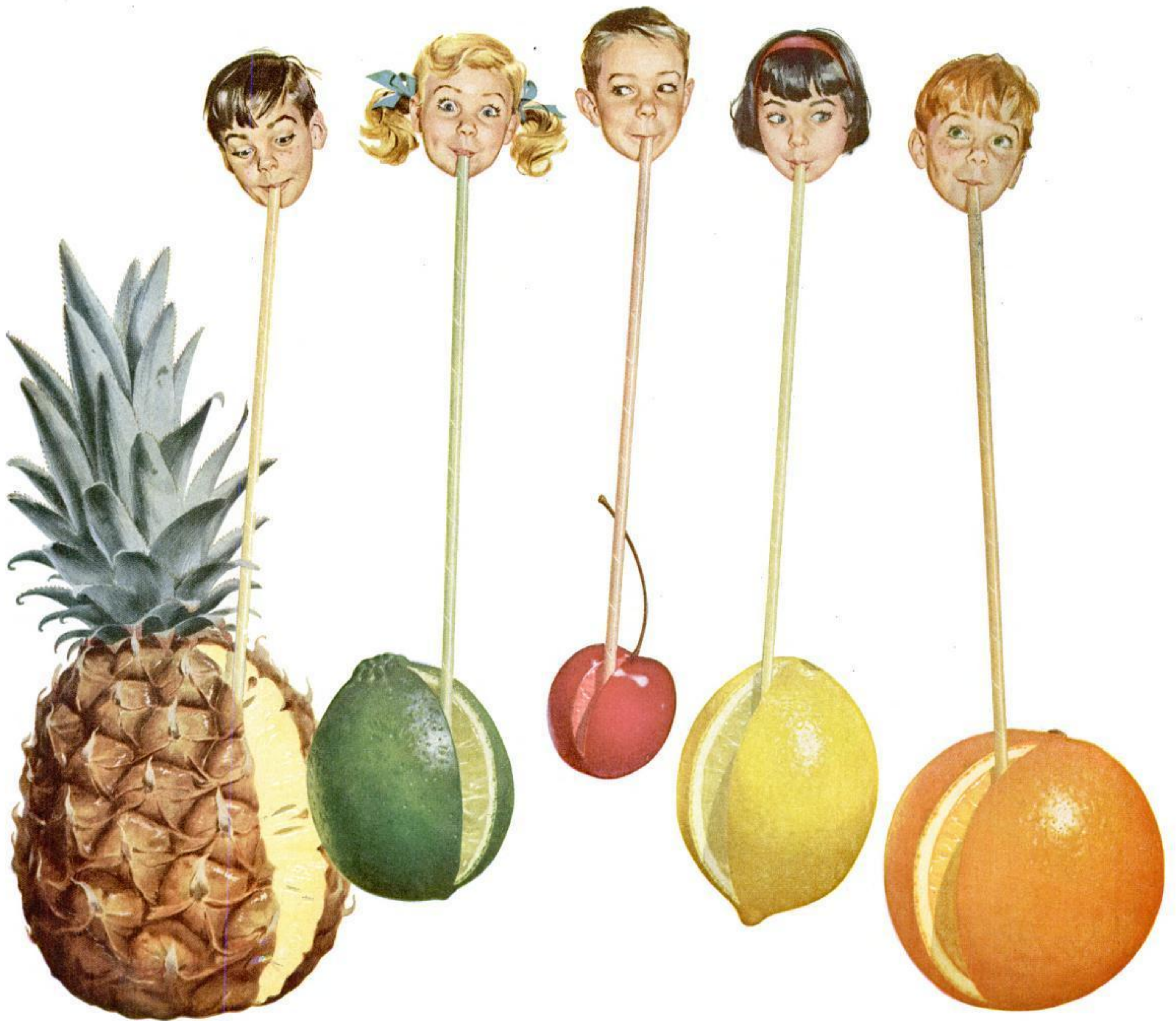
Tractor, is being built especially for crop dusting. It has a raised cockpit and a gull-like top wing that allow the pilot a clear view of the field. Able to go slow because of broad, thick wings shaped for extra lift, the 3,000-pound plane cruises at 100 mph, can fly at 35 mph. It is almost impossible to stall or spin and can carry its own weight in insecticide, nearly twice as great a load as any other plane its size.



VERTICAL PLATES ON AIR TRACTOR'S WING TIPS INCREASE LIFT AND HELP PREVENT STALLS



# Sip! Sip! Hooray!



The candy with the hole . . .



... Still only 5¢



*Aged for many  
in the land*





# *moons... of sky blue waters...*

A glance ... a sip ... discovery! In Hamm's Beer, you see the sparkle of dancing moonbeams. You taste crisp flavor, with smoothness aged in. Discover its wonderful refreshment and you'll know why Hamm's is America's fastest-growing premium beer.

*Hamm's*  
...the beer refreshing  
...refreshing as the clean, cool  
land it comes from!



Theo. Hamm Brewing Co., St. Paul, Minn.





*When you want to feed a crowd—  
without crowding your budget...*



**Quick**

*rich, robust*

It's the specially blended sauce that makes Chef Spaghetti and Meat Balls—and all the other Chef meals—so extra good. Try the Ravioli and Chef's Spaghetti Dinners soon!

You can buy Chef Boy-Ar-Dee Spaghetti Sauce with Meat, or Sauce with Mushrooms separately. Just heat and serve. Adds savory goodness to your favorite dishes. So why not make one night a week "Chef Night"? You'll save time, save money, serve wonderful meals!

Hard to believe you can enjoy such real Italian-style eating—strictly on the thrifty side of the budget. Hard to believe, *till* you've tried Chef Boy-Ar-Dee Spaghetti and Meat Balls at *only about 14¢ a serving.*

Chef's savory spaghetti has been cooked to perfection in tomato-rich sauce. Juicy, specially braised beef meat balls make the dish complete. Simply heat and serve. Two generous servings per can. Try it soon, won't you?

**CHEF BOY-AR-DEE**  
**SPAGHETTI and MEAT BALLS**







TUBE DRESS PINNED TO THE WALL (JAX, \$39) CAN BE WORN WITH THE TOP ROLLED TURTLE-NECK STYLE (LEFT) OR STRETCHED OVER HEAD AS HOOD (RIGHT)

# T-Shirt Goes to New Lengths

**SPORTS' STAND-BY BECOMES A PULL-OVER DRESS FOR WARM WEATHER**

The knitted T-shirt, having progressed from backs of athletic males and active children into smart women's wardrobes (LIFE, July 16, 1951), has grown into a full-length warm-weather dress. Made as a shapeless, beltless tube, the dress has no fastenings. The wearer simply pulls it down over her head (*next page*) and belts it in. The clinging sweaterlike lines require

a good figure, but the dress is comfortable, washable, and a whole wardrobe can be stacked without crushing in a bureau drawer or overnight bag. The style above with adjustable hood for sports-car enthusiasts is in wool and relatively expensive. Cotton knit versions with traditional ribbing can be had for little more than the price of a child's T-shirt.



**EXCLUSIVES!**

**Chips**  
SIZES 4 TO 12

**Twiggs**  
SIZES 2 TO 7

young señors in the sun

# Tropicana

Play-loving Americana...  
that's Tropicana with  
a south-of-the-border  
tempo! Denims.  
Linen-look rayons.  
Carnival hues. Tubbable,  
colorfast, wonder-wearing.

**A. Walking Shorts:** Linen-look rayon.....**2.95**  
**Check Linen Weave Shirt.** It's sanforized.....**1.95**

**B. Tropicana Denim Zip Jacket**.....**3.95**  
**Matching Slacks**.....**2.95**  
**Terry Knit Shirt**.....**2.50**  
**Check Cap**.....**.98**

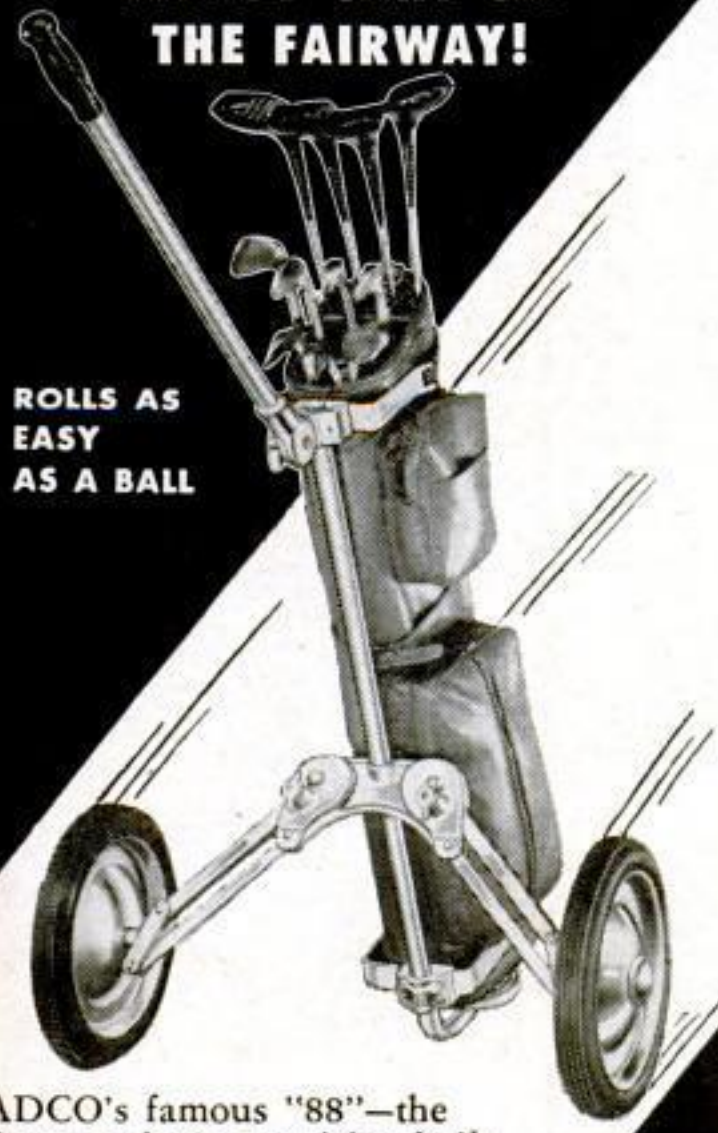
AT FINE STORES  
EVERYWHERE

WM. SCHWARTZ & CO., INC., 1107 BROADWAY, NEW YORK • LEHIGH AVENUE & 22nd ST., PHILA., PA. • MERCHANDISE MART, CHICAGO, ILL.

# Nadco

**FINEST CART ON THE FAIRWAY!**

ROLLS AS EASY AS A BALL



NADCO's famous "88"—the only cart that's *precision-built, pre-tested, individually registered.* "Finger-fast" folding action... rugged, non-corrosive Aluminum construction... perfect balance... light, easy to handle. It's the cart for YOU!

Available wherever fine sporting goods are sold!

**Nadco 88 \$29.95**  
**Other Nadcos at \$24.95 and \$19.95**

NATIONAL DIE CASTING CO.  
Chicago 45, Illinois


**YOU COOK 1,095 MEALS PER YEAR!** How can you stand it? Easy! Put your foot down on a **TRED-WELL\* \$298** 16x24" **FOAM RUBBER MAT**

\*formerly known as Tred-Aire

Also 3 larger sizes.  
Banish foot fatigue!  
Write for free folder:  
**TRED-WELL, 105 E. 17th**  
**Los Angeles 15, Calif.**



**PLANNING YOUR Vacation?**



**WRITE FOR Free Color Book**

You'll enjoy every moment in Tennessee! You'll see the Great Smoky Mountains, 19 Great Lakes with wonderful fishing, TVA dams, the Atomic Energy Museum, historic shrines and Mississippi River cotton plantations — all in easy driving distance. For details, mail coupon now.

Please send your Free Color Book

Tennessee Division of Information  
1051 State Office Bldg. Nashville, Tenn.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY & STATE \_\_\_\_\_



**PUTTING DRESS ON** is something of a hassle. Wearer pulls tube over head, grabs the top, carefully works it around face. After ride in open car, wearer rolls hood down into loose turtle-neck collar and combs her hair.



76,365 NEW BABIES WILL BE BORN THIS WEEK! \* (Baby Week, April 25-May 1)  
 \*Average weekly birth rate, U. S.

Watch out, Mother!  
 Playful baby hands  
 can get into  
real trouble...



**Baby can get hold** of the sharp pins used to hold sides of *semi-fitted* sheets that are not anchored by firm, deep tuck-under.



**Baby may swallow** the mattress buttons that he pulls loose when *flat* crib sheets rumple up, slide off the mattress.



**Baby can tear—and chew**—rubber sheet, exposed when *elastic-bound* sheets begin to sag, lose their fit, and easily pull off mattress.

# Only this Pacific Contour Crib Sheet

## protects your baby from such dangers



Mattress, rubber pad—all locked safely inside

**Four boxed corners hold sheet firmly to mattress—baby can't pull it off**

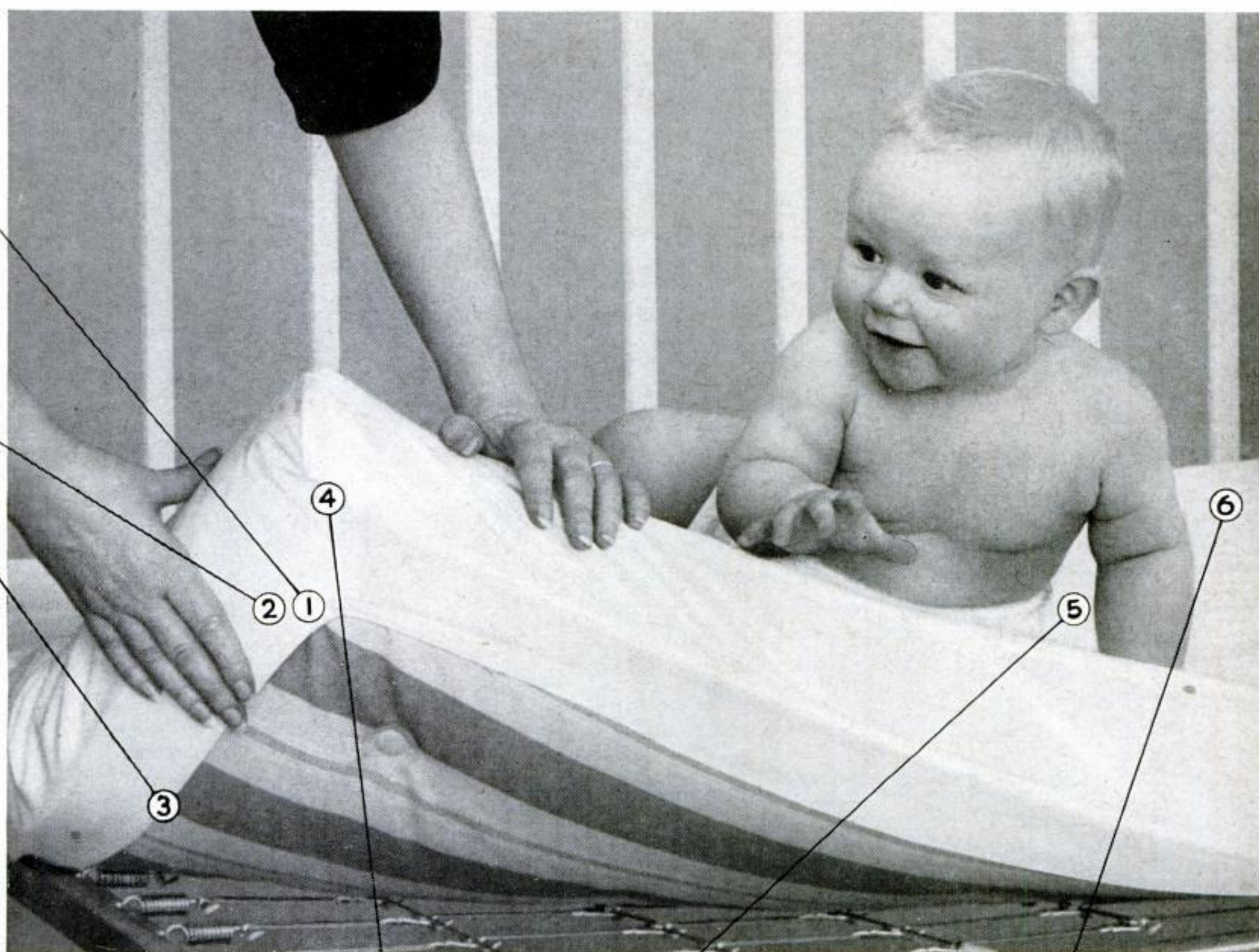
**All-around tuck-under holds sides of sheet securely—no pins for baby to reach**

**Firm tape binding—no sagging elastic to let sheet slide off**

Baby innocently asleep in his crib? . . . or quietly at mischief? Thankful mothers keep writing that this *firm-holding* Pacific Contour Crib Sheet saves many a worry. Saves constant re-tucking, too! Protects rubber undersheets and mattresses from destructive fingers and from soil.

Choose from snowy white Extra-Strength Muslin or Combed Percale—the same weaves you'll find in grown-up Pacific Contours. Percale also comes in baby pastels, gay bunny prints, sweet rosebud patterns. Even a "So Big" sheet printed with inches to measure baby's growth! All Sanforized.® Write for booklet. Pacific Mills, Dept. 4L, 1407 Broadway, New York 18.

"Contour" is the registered trademark for Pacific's fitted sheets.



**Pacific's corner is the strongest, longest wearing type of corner made**

**Sheet stays smooth—no wrinkles to chafe baby's skin**

**No ironing needed—sheet "irons itself" on mattress**

Mothers are changing to **PACIFIC Contour®** Crib-Fast Sheets

PACIFIC CONTOUR SHEETS • PACIFIC CONTOUR CRIB SHEETS • PILLOWCASES • SUPERSORB® TOWELS • PACIFIC SILVER CLOTH



# JUST *One* Shampoo

... and your hair  
grows lovelier

CONTI'S olive oil castile  
safeguards the **NATURAL OIL BALANCE**  
of your hair

Your first shampoo proves it.  
Conti Castile Shampoo is scientifically  
*good* for your hair. End detergent dryness  
with its natural oil conditioning. Made with  
imported olive oil, Conti recaptures the bright  
natural luster... the caressing softness.  
Your hair takes and holds waves beautifully,  
without damage to hair coloring. Why have  
dry, wispy, hard-to-manage hair?  
Conti Castile Shampoo will make it lovelier.

Regular size, 57¢

**CONTI**  
**CASTILE SHAMPOO**  
*made with olive oil*



#### USED BY LEADING HAIRDRESSERS

"Conti is our regular  
salon shampoo," says  
famous *Emile—*  
*Rockefeller Center.*  
"It is a favorite with  
leading hair stylists  
everywhere."



## The **Mother's Day** she'll never forget

There are so *many* ways of saying, "Mother, I love you." But  
a Hamilton watch will say it for you—beautifully, tenderly  
—every time she looks at it. And when you see the look in  
her eyes as you give her a Hamilton, you will know *this* is  
the Mother's Day she'll never forget.

*It means  
so much more  
to give—or get—a*

*Hamilton*

LADY HAMILTON—with two diamonds—\$89.50. DONNA—\$71.50. CELESTE—\$65.00. And  
from Hamilton's companion line: Illinois LADY GAY "G"—\$39.95. Prices include Federal tax.



FREE: Color folder of 1954 watch styles. Send name and address to Dept. L-6, Hamilton Watch Company, Lancaster, Pa.  
©HWC

## NEW LENGTH T-SHIRTS CONTINUED

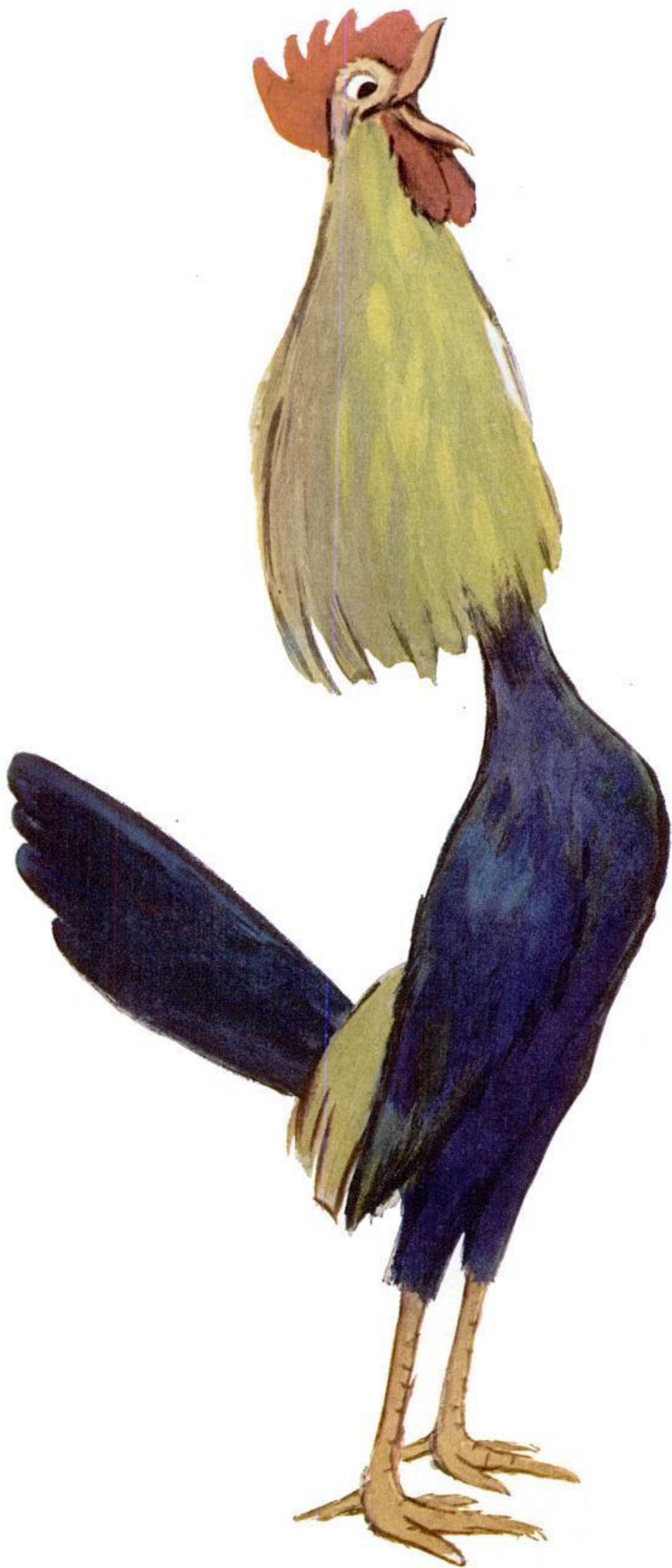


**STANDARD V-NECK** is on textured cotton knit dress which looks like  
tweed (Stanley Wyllins, \$4). Push-up sleeves are cut in same piece as dress.



**STANDARD CREW NECK** is on conventional diamond pattern (Beacon  
Hill, \$4). T-shirt dresses come in small, medium, large sizes, need little ironing.





When I'm eating  
Jell-O, I wish  
I were a rooster

...because then I could  
crow from dawn to  
dusk about my  
favorite dessert!



Now's the time for



JELL-O IS A REGISTERED TRADE-MARK OF GENERAL FOODS CORP.

Copyright 1954, General Foods Corp.



# 493,789 owners

*They've seen*

New quick-disconnecting handle attaches and detaches without tools . . . yet affords operator absolute safety.

Vertical forged shaft means direct engine-to-blade drive. Belts, gears and chains on standard mowers eliminated.

100% waterproof Dura-Life magneto assures quick starting.

High strength, die-cast aluminum alloy cylinder.

Muffler die-cast as integral part of the mower to eliminate sources of vibration that cause squeaks and rattles.

2-cycle Iron Horse engine gives more power per pound, the most economical operation.

Automotive type Equi-Flow carburetor provides uniform operation on steep terraces or hills.

Smooth, die-cast aluminum alloy construction.

Offset "staggered" wheel placement prevents scalping.

Double ball bearings in each wheel provide easy rolling.

Front discharge chute . . . grass clippings ejected here . . . no clippings to clog blade action . . . no thick "clogs" of grass suddenly discharged.

Tension disc "friction" clutch allows blade to slip, then re-engage after hitting an obstruction.

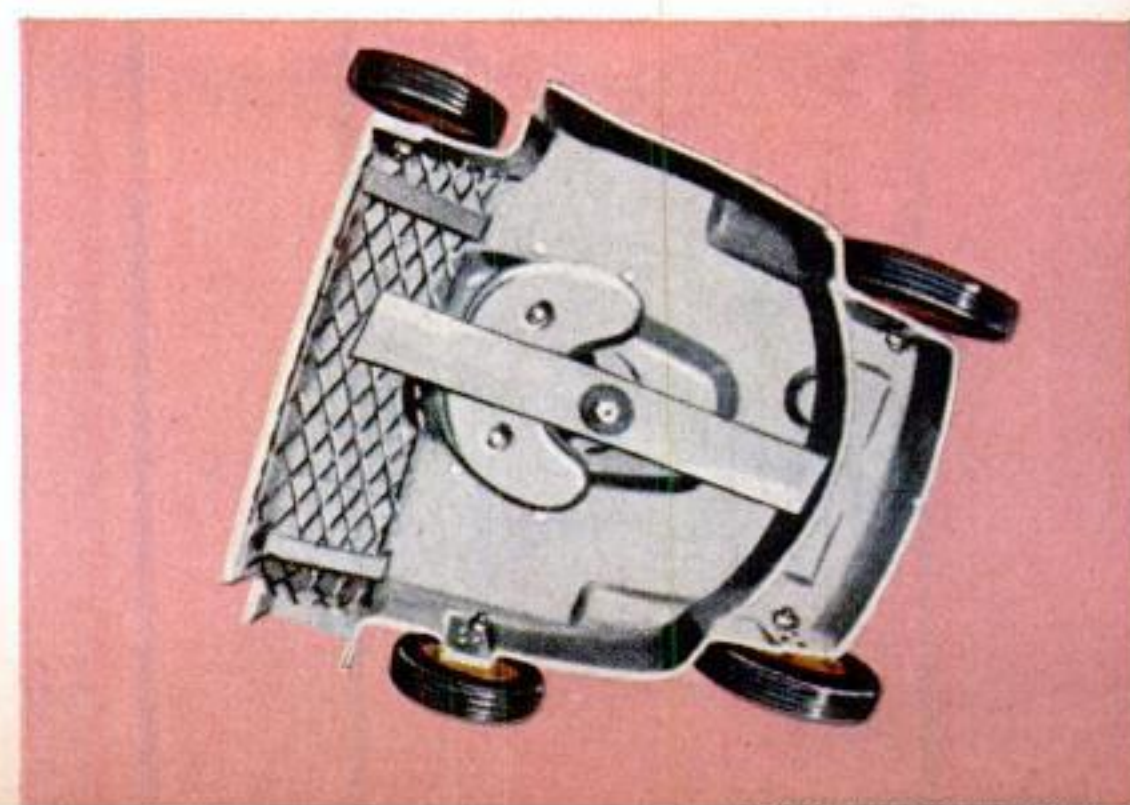
Centrifugal governor regulates a smooth flow of power in thick or thin grass.

Tempered and hardened steel blade is easily sharpened with a hand file.

**QUICK STARTING!** There's nothing better than the LAWN-BOY's 2-cycle Iron Horse engine for getting off to a fast start. The waterproof magneto protects against wet, humid weather. A quick tug on the starter cord and the engine always starts!

**CLOSER TRIM!** Owners of the LAWN BOY can trim right up against bushes or fences . . . as close as 3/8 inch. This modern mower eliminates hours spent in trimming places ordinary mowers can't reach. Best of all, the LAWN-BOY cuts grass of any height . . . foot high or inches high!

**NEW LEAF MULCHER! NEW MUFFLER!** The LAWN-BOY's new leaf-mulching PULVERATOR makes leaf raking a thing of the past. And the new Sound Silencer muffler makes the LAWN-BOY by R P M the quietest power mower on today's market.





# can't be wrong!

## RPM Mowers cut the highest grass...wide and handsome!

It's a fact! Nearly a half-million homeowners are now cutting all kinds of grass with RPM mowers. They know the stand-out value of America's most modern lawn-mowers.

Yes, everybody's talking about the exciting new 1954 Lawn-Boy. The secret of the Lawn-Boy is: lightweight maneuverability, proven grass cutting principle, its modern Iron Horse engine, its exclusive safety-styling. That's a combination that can't be beaten!

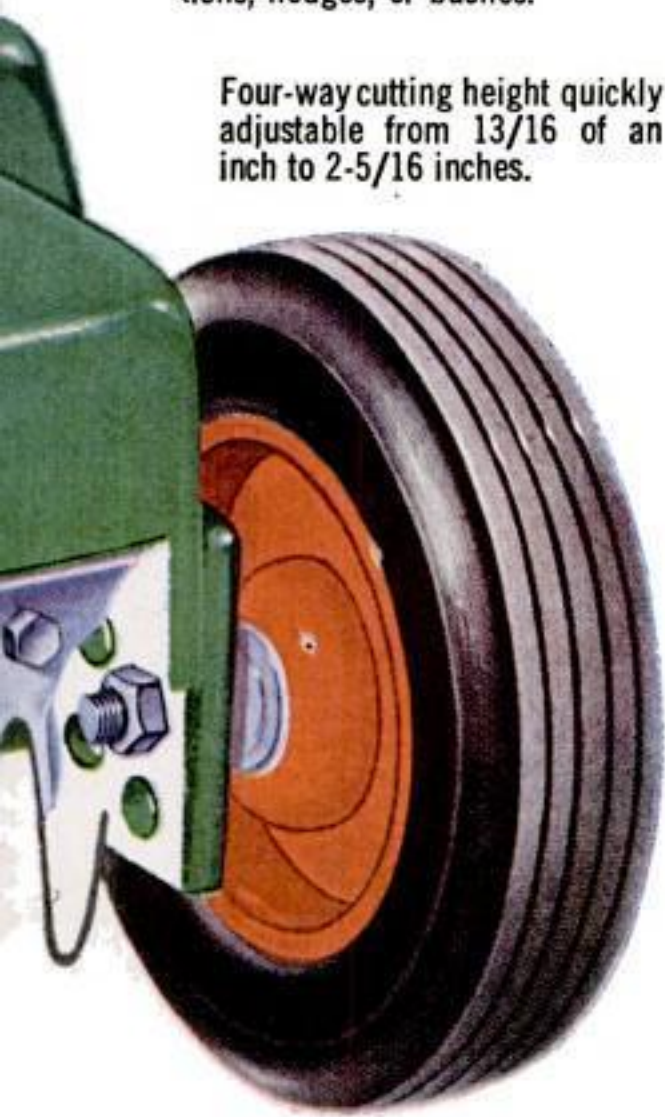
So why settle for less than a Lawn-Boy with the Iron Horse engine? With fewer moving parts, the 2-cycle

Iron Horse engine saves on service expenses, cuts down on unnecessary weight. And—if you're looking for starting ease—you just can't equal this engine. Its 2-cycle construction gives you twice the starting ability, twice the smoothness. Try a new Lawn-Boy on *your* lawn—you'll never go back to the old fashioned way!

Remember—with four models to choose from, you can select the size that fits your lawn. Here's the best news of all—the 1954 Lawn-Boy is budget priced. Make sure you try the Lawn-Boy today. At better dealers everywhere.

Side trim slot permits mower to trim right up against walls, foundations, hedges, or bushes.

Four-way cutting height quickly adjustable from 13/16 of an inch to 2-5/16 inches.



## LAWN-BOY ROTARY POWER MOWERS

RPM MANUFACTURING COMPANY, LAMAR 1, MISSOURI

Also manufactured and sold in Canada by Outboard Marine & Manufacturing Company of Canada, Ltd., Peterborough, Canada

**18 INCH DELUXE LAWN-BOY**  
18 inch cutting blade  
Front "Grass Spray" discharge  
Weight—only 37 pounds  
2-cycle Iron Horse engine



**17 INCH ELECTRIC LAWN-BOY**  
17 inch cutting blade  
High-speed 3450 r.p.m. motor  
All-aluminum alloy housing



**18 INCH ECONOMY LAWN-BOY**  
18 inch cutting blade  
Side "Grass Spray" discharge  
2-cycle Iron Horse engine



**21 INCH LAWN-BOY**  
21 inch cutting blade  
4-cycle Briggs & Stratton engine  
Rear "Grass Spray" discharge



**NEW QUICK-DISCONNECTING HANDLE!** This new handle makes the LAWN-BOY easy to transport and simple to store out of the way. Yet the operator gets absolute safety while the engine is running. Flanges on the handle keep it from slipping up and over the housing.



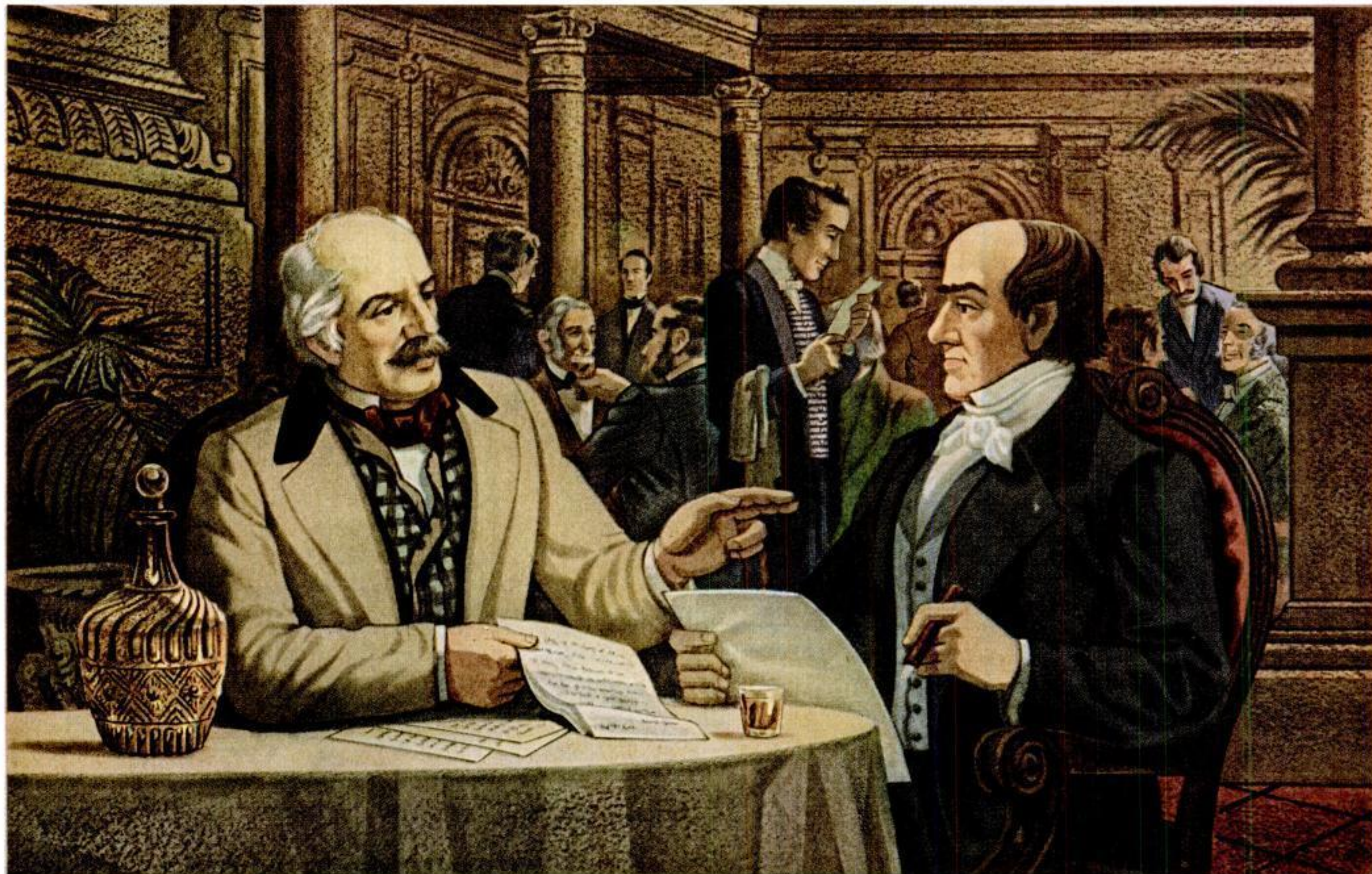
**CONTOUR CUT!** This exclusive feature, made possible by the LAWN-BOY's staggered wheel placement, prevents the blade from chopping up uneven lawn surfaces. You can run this mower over hills and terraces without fear of scalping or cutting into humps or bumps.



**LOOK FOR THIS SIGN!** Dealers throughout the country are displaying the LAWN-BOY banners. Make sure you stop in and see the LAWN-BOY. Ask for a lawn test of America's most modern, most popular lawnmower. Remember, you've got to try it to believe it!







## AN HISTORIC REUNION OVER A DRINK OF CROW'S WHISKEY

Texas' greatest hero, General Sam Houston, discusses national problems with Senator Daniel Webster, as they had done years before at O'Neale's Tavern, Washington, D. C.

# OLD CROW

*Kentucky Straight Bourbon Whiskey*

Wherever men of wisdom and action gather, Old Crow is frequently both subject for discussion and object of pleasure. Tonight, why not make the most celebrated bourbon in the world your permanent choice—in the milder 86 Proof bottling or the traditional 100 Proof Bottled in Bond.



*"The Greatest Name in Bourbon"*

TWO GREAT BOTTINGS



LIGHTER,  
MILDER  
86 PROOF

BOTTLED  
IN BOND  
100 PROOF

THE OLD CROW DISTILLERY COMPANY, FRANKFORT, KENTUCKY

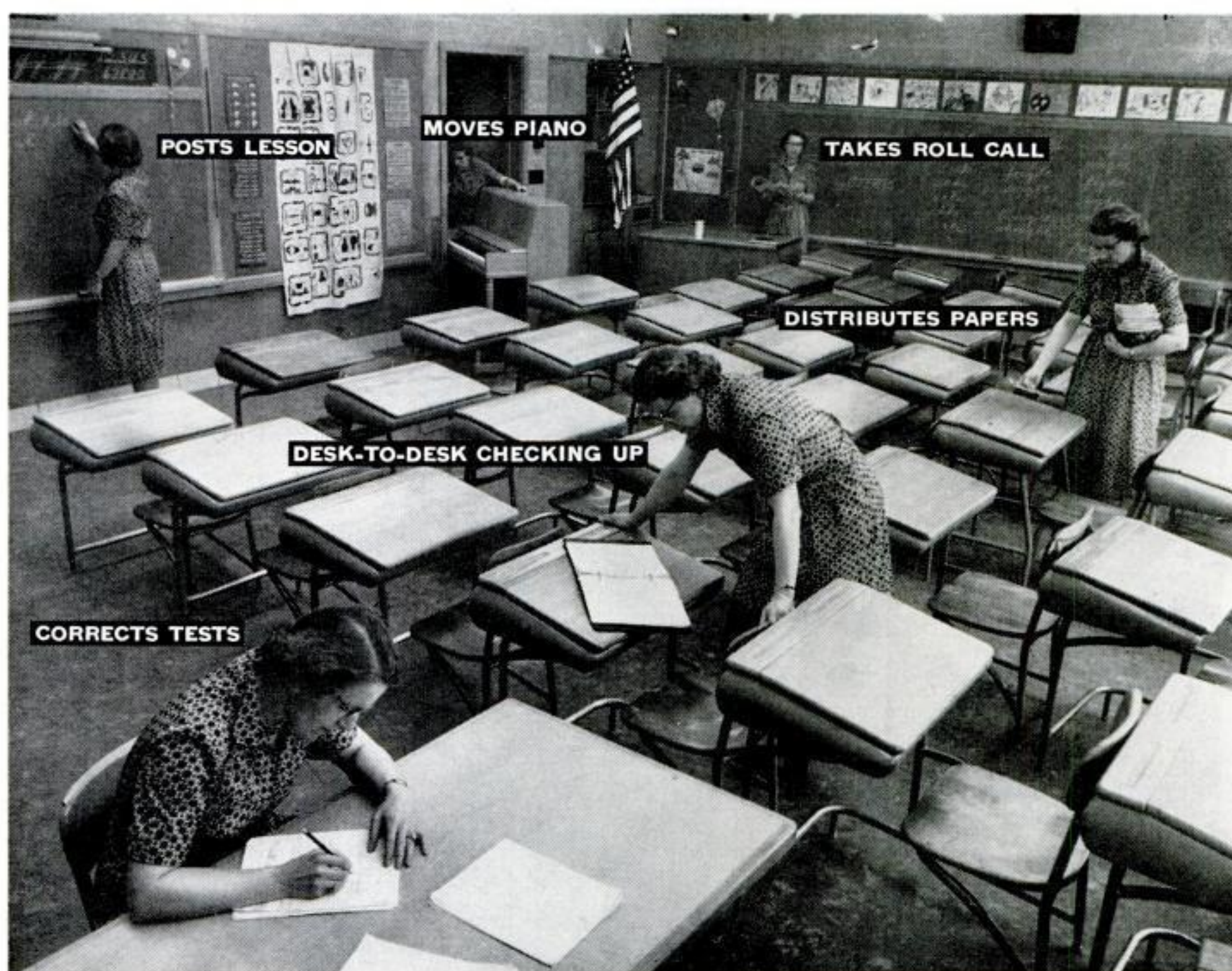


# A TEACHER'S TORTURED TIMETABLE

Survey shows how simple chores cut drastically into instruction

Like most U.S. teachers, Ethel Howard finds herself short of time and long on classroom duties that cut into the instruction of her fifth grade at Linsday School in Bay City, Mich. Seeking a way to make fuller use of teachers' talents, the Central Michigan College of Education has been studying Miss Howard and her colleagues step by step and minute by minute to determine precisely how much of their time is used this way. The loss: from 21% to 69% of a school day. Some of the necessary but nonteaching work that consumes Miss Howard's time is recorded in these six-exposure pictures by LIFE Photographer Ralph Morse.

The timetable project is now experimenting with a solution to the problem. Miss Howard has a teen-age teacher's aide (pp. 138, 140) who relieves her of simple housekeeping chores and makes it possible to manage a class of 45 more efficiently than a class of 30. If the scheme proves practicable, it could help solve the nationwide shortage of trained teachers needed to meet the relentlessly rising enrollments.



**MULTIPLE EXPOSURES** show some of the nonteaching duties that cut into Miss Howard's

instruction time. The picture above in empty classroom is a key to work she performs in class (below).







Scaling a mountain  
or climbing the stairs

## Arrow Shorts never bind

For a new high in comfort, you just can't beat Arrow Shorts. They feature the roomy contour seat panel, the pleated crotch, and no center-seam construction that does away with chafe and "riding up."

They all feature "Sanforized" fabrics that won't shrink more than 1%. And they all follow the long-famous Arrow tradition for fine fabrics. Give yourself some unbounded ease *today* in a pair of Arrow Shorts.

The Arrow "Sprinter" shorts above have the heat-resistant, all-elastic waistband. Arrow Shorts \$1.50 up. Arrow Undershirts \$1.00 up.

Choose from these additional smart Arrow styles



Adjustable tie sides. GRIPPER snap-front closure.



Waist-fitting elastic sides. GRIPPER snap-front closure.



Adjustable waistband with comfortable French back.



Guards—knitted briefs of combed cotton, \$1.20 up.

# ARROW UNDERWEAR

by Cluett, Peabody & Co., Inc.

TEACHER'S TIMETABLE CONTINUED

## AN EXTRA PAIR OF HANDS



**TEACHER'S AIDE** Kathleen Barber, 19, hangs pupils' art work from light fixture freeing Miss Howard (rear) to go on with arithmetic lesson for the class.



**DRILLING PUPILS**, Kathleen helps youngsters in need of extra work as Miss Howard maintains scheduled pace in the course for the other pupils.



**COPYING ASSIGNMENT** on the board, Kathleen works at recess as Miss Howard plans lessons. Kathleen gets \$45 a week, is saving to return to college.

[CONTINUED ON PAGE 140](#)





## Today's Nutrition means Health for Both!

**T**HAT TODAY'S YOUNGSTERS are stronger, healthier, and more alert no one can deny. Modern diet has made them so.

No small share of the credit must go to the nation's nutrition experts—the men and women who work to bring us the finest, most nourishing food in history.

It's good to know, too, that this increased knowledge of vitamins, minerals, proteins and other food elements has made it possible to develop scientifically balanced foods for our pets as well. For all these benefits are available in Friskies.

**BACKED BY 50 YEARS' EXPERIENCE IN ANIMAL NUTRITION.** The famous Friskies formula has been checked and tested with dogs of all types and sizes at the Friskies Research Kennels on the famous Carnation Milk Farm. Friskies provides every food element dogs are known to need for complete nourishment; no "extras" are needed.

**APPROVED BY DOG EXPERTS.** Friskies Meal, the type of food fed by 9 out of 10 dog experts, is rich in meat protein and far more nourishing than meat alone. Its 19 individual ingredients give your dog a complete, economical, balanced diet at every meal. It has a good "meaty" taste and smell dogs love. Friskies Meal is easy to feed—just add water.

**RICH IN HIGH PROTEIN MEAT.** Canned Friskies contains an abundance of rich red meat. Not just ordinary meat, but U.S. Government inspected horse meat. It's the "table-quality" dog food — quality you can see and your dog can taste. Look for the U.S. Government seal right on the can.

**FEED EITHER—OR BOTH FOR VARIETY.** Generations of healthy dogs have been raised on both types. Many dog owners feed Friskies Meal for economy. Others prefer the convenience of Canned Friskies, or feed both for variety. Start *your* dog on Friskies today...and see the difference in his glossier coat, brighter eyes and better all-around health. Get Friskies wherever dog foods are sold.

# Friskies

PRODUCED BY THE MAKERS OF  
**CARNATION MILK**



ALBERS MILLING COMPANY DIV. OF CARNATION COMPANY, LOS ANGELES 36, CALIF.



# NEW!

## Fluffy FROSTING

Made Without Boiling!

HERE'S ALL YOU DO:

1. Just add water and whip until frosting stands in firm peaks.



2. Spread on cake. Lavishly frosts large two-layer cake or up to thirty-eight cup cakes.



Whips Soft!  
Spreads Soft!  
Stays Soft!



★ Made with country-fresh egg whites for lively action and delicious fresh flavor. Always snowy-white and heavenly light!



## 7-MINIT Fluffy FROSTING

**FREE!** Illustrated booklet showing cakes for all occasions. And giving nineteen 7-MINIT Fluffy FROSTING variations. Send your name and address to: 7-MINIT, Dept. FL-2, 660 Madison Ave., New York 21, N. Y.

### TEACHER'S TIMETABLE CONTINUED



**CORRECTING PAPERS,** Kathleen checks children's answers against a list, a task that otherwise consumes average of 16 minutes of a teacher's day.



**AS NURSE** Kathleen bandages a bruised knee. Of eight aides in project, none had planned to be teachers but now six are considering it.



**AT THE PROJECTOR** Kathleen threads film. When anyone else operates machine and film jams, pupils yell, "Miss Barber will fix it!"



**AS HALL MONITOR** Kathleen slows down children. Such supervision and "transition time" usually cuts into teacher's schedule by 42.8 minutes a day.

## SAVE THIS MUCH!



Look for this  
**SQUIBB SPECIAL**  
at your drugstore

These famous multi-bristle toothbrushes are "bent like a dentist's mirror to reach those hard-to-get-at places."

# Pillsbury

THE ONLY LEADING  
**CAKE MIXES**

WITH CHOICE  
**Country-Fresh  
Eggs Right  
in the Mix**

Milk is all you add

**4 FLAVORS**  
OLD FASHIONED SPICE  
CHOCOLATE FUDGE  
WHITE  
GOLDEN YELLOW





# time for outdoor play... in bright, sturdy Blue Bells

Send them happily out to play in thrifty Blue Bell play clothes . . . bib overalls, gay sport shirts, rugged dungarees (with wear-proof vulcanized double knees) . . . all *scientifically* sized and Sanforized. And don't forget Blue Bells for the rest of the family— a complete line of smartly styled casual clothes, high in quality, long wearing, low in cost.



Shown in panel: boxer longies, boxer shorts, gay patterned shirts.



**LONG  
WEARING  
CLOTHES**  
for the  
entire family



Look for the informative Qualitag that guarantees finest fit and quality at low price.

BLUE BELL, INC., Empire State Bldg., New York 1, N. Y.



# "LOOK HOW EASY IT IS TO SAVE MONEY ON FOOD"



SAYS ELSIE, THE BORDEN COW



## Drink it!

Wonderful, dairy-sweet flavor. Gives you exactly the same amount of B vitamins, proteins, calcium and other milk minerals as top-quality milk. Starlac is milk minus the fat and water.

## Cook with it!

Enjoy tasty casseroles, puddings and custards with Starlac. Use it to cream vegetables. Serve your family tempting, nourishing soups and chowders made with Starlac.

## Bake with it!

Use Starlac for your favorite cake. Bake tender muffins, light biscuits, crisp cookies. Use it in "made with milk" recipes. Be sure to keep a quart in the refrigerator at all times.

## WHY STARLAC IS 3 ways better!

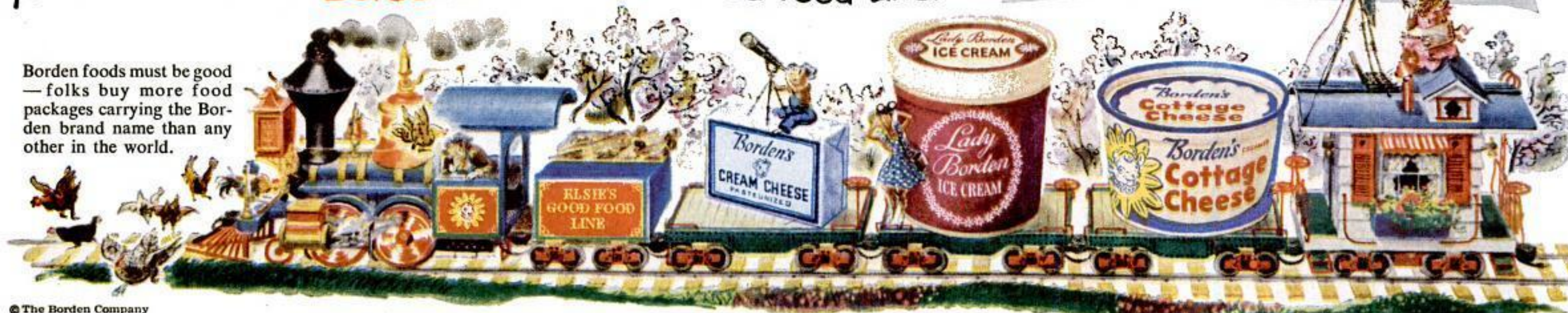
**because** Starlac is guaranteed by Borden to be top-quality, pasteurized milk (minus water and fat) from tested herds only.

**because** it is protein protected by exclusive Borden process and tested for quality 24 times.

**because** its dairy-sweet flavor is protected from light and moisture by a light-tight, moisture-proof package.

All aboard! All a-Borden's! It's Elsie's Good Food Line!

Borden foods must be good — folks buy more food packages carrying the Borden brand name than any other in the world.

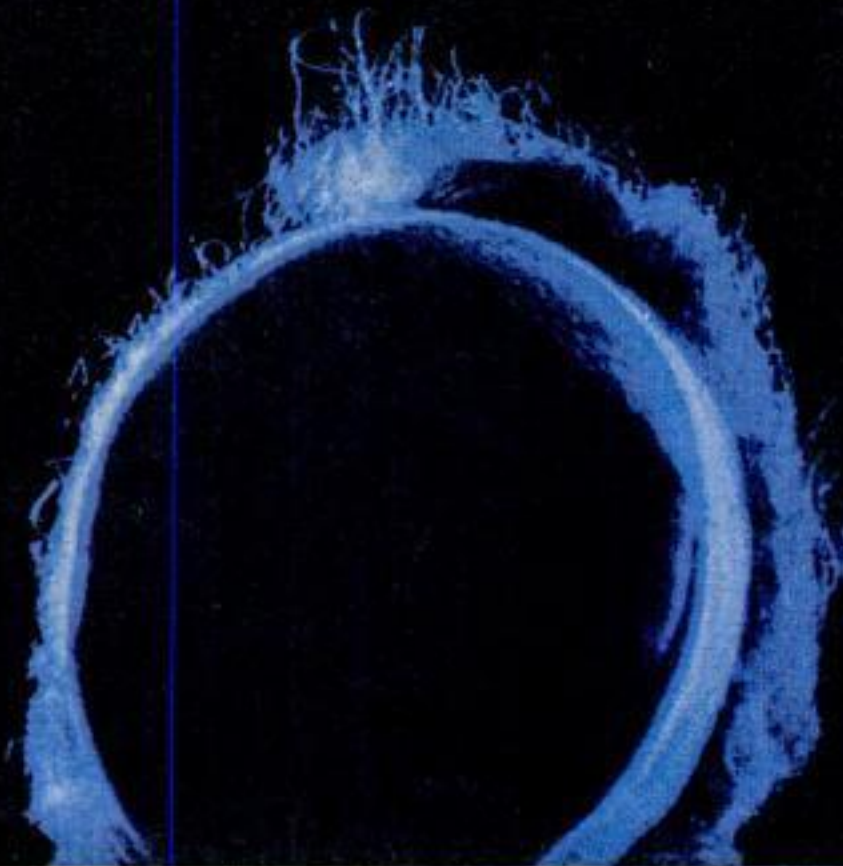


© The Borden Company

Get Starlac at your grocer's in the blue 5-qt. economy pkg., or the convenient red 3-qt. envelope package.



Mene,  
Mene,  
Tekel, Upharsin



## WARNING ON WALL

Evangelist enacts Bible event with ultraviolet light

Owen Hoffman, a nondenominational evangelist of Washington, Ga., delivers a startling sermon on God's Justice. As he recites from Daniel 5, listeners are plunged into a blue dusk and a disembodied "hand of God" scrawls on the wall the warning given to Belshazzar that his days were numbered. To dramatize this Biblical miracle, the evangelist uses modern magic. The hand, greased with a special cosmetic, belongs to a black-hooded assistant who writes with chalk that glows under ultraviolet light.



# Betty Crocker's "LOVELIGHT..." the new cake all America loves!



"... because it's the silk-iest-textured cake I ever baked! And so easy to make!"—Mrs. Josephine C. Strang, Omaha, Neb.



"... because it's so airy and light, yet moist. Just melts in your mouth!"—Mrs. Dorothy B. Stone, Des Moines, Iowa



"... because its chocolate flavor is more delicate... yet it's rich and luscious!"—Mrs. Viola P. Taylor, Syracuse, N. Y.



"... because my family says it's the best chocolate cake they ever ate!"—Mrs. C. M. Toler, Dallas, Texas



"... because its name really describes it. Such a lovely, light, glamour cake!"—Mrs. Margaret Stivers, Cincinnati, Ohio.



"... because I get such a kick out of my family's praise! They all love it!"—Mrs. Alan A. Sweet, Scranton, Pennsylvania



"... because it's the largest, best tasting 2-egg cake I ever baked!"—Mrs. Arthur Lefelar, Upper Montclair, N. J.



"... because I always find that Softasilk gives cakes extra lusciousness and lightness!"—Mrs. Henry Super, San Francisco, Calif.



"... because the light, liquid batter has to be beaten only 2 minutes, thanks to Wesson Oil!"—Mrs. Frankie Burdick, Culver City, Calif.



"... because the cake is exceptionally tender and moist... and, like all my Softasilk cakes, stays fresh so long!"—Mrs. D.A. Stiers, Dayton, Ohio.



"... because the Wesson Oil is so easy to measure... and makes mixing and beating so easy."—Mrs. Anne Talty, Albertson, New York



"... because Softasilk always gives me such high, light cakes... This time a real Chiffon with only 2 eggs!"—Mrs. W.B. Berry, Tujunga, Calif.



"... because Wesson Oil is so mild and delicate, LoveLight cake tastes specially good!"—Mrs. George Williams, Chapqua, N. Y.



Betty Crocker says: "Here's what you've been asking for..."

## A 2-EGG CHIFFON...A LAYER CHIFFON"

### Betty Crocker's "LoveLight" Chocolate 2-Egg Chiffon Cake

For best results use Softasilk Cake Flour and Wesson Oil!

2 eggs, separated    3/4 tsp. salt  
1 1/2 cups sugar    1/3 cup WESSON OIL  
1 3/4 cups sifted    1 cup buttermilk\*  
SOFTASILK    2 squares unsweetened  
Cake Flour    chocolate (2 oz.),  
3/4 tsp. soda    melted

\*Sweet milk may be substituted for buttermilk  
Heat oven to 350° (moderate). Grease well and dust with flour 2 round layer pans, 8x1 1/2" or 9 x 1 1/2", or one oblong pan, 13 x 9 1/2 x 2".

#### Now just 3 easy steps!

##### 1. Meringue is the key to this cake

Beat egg whites until frothy. Gradually beat in 1/2 cup of the sugar. Continue beating until stiff and glossy enough to stand in peaks.

Table of adjustments for high altitudes. 3,500 to 4,500 ft. use 1/2 tsp. of soda; 4,500 ft. and over, use 1/4 tsp. of soda. Increase oven temperature 25°. Bake layers 25 to 30 minutes; oblong, 35 to 40 minutes.

##### 2. Only 2 minutes batter beating

Sift remaining sugar, SOFTASILK Cake Flour, soda, salt into another mixing bowl. Pour in WESSON OIL, half of buttermilk. Beat 1 minute, medium speed on mixer or 150 vigorous strokes by hand. Scrape sides and bottom of bowl constantly. Add remaining buttermilk, egg yolks, chocolate. Beat 1 minute more.

##### 3. Simple folding of meringue assures fluffy texture

Just fold meringue into batter by cutting down gently through batter, across the bottom—up and over—turning bowl often. Pour into prepared pans. Bake layers 30 to 35 minutes; oblong, 40 to 45 minutes.



**SOFTASILK**  
CAKE FLOUR

The world's most modern cake flour



**Wesson**  
Oil

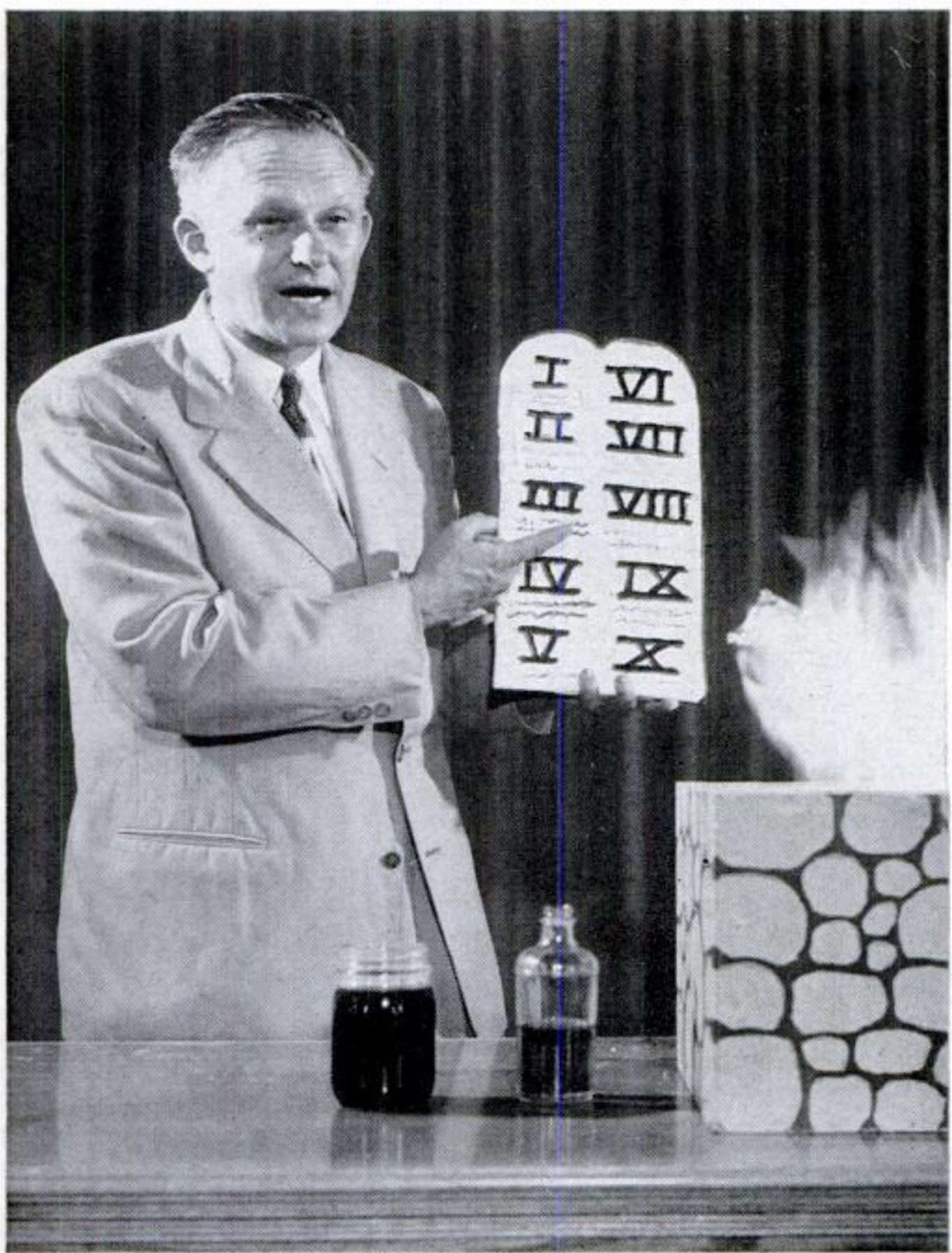
America's favorite salad oil and liquid shortening.

This thrilling, new recipe was specially developed for miraculously-fine SOFTASILK Cake Flour and WESSON OIL, the shortening that pours. To bake a true "LoveLight" 2-egg Chiffon with all the delicate flavor and silky texture that folks rave about, be sure to use SOFTASILK Cake Flour and WESSON OIL!





**THE WRITING HAND**, seen here under white light, belongs to black-hooded Aage Hoffman, minister's brother, who starts writing when preacher changes from white to black light with a foot switch. Scripture says message was written against a candlestick, so Hoffman has one in his demonstration.



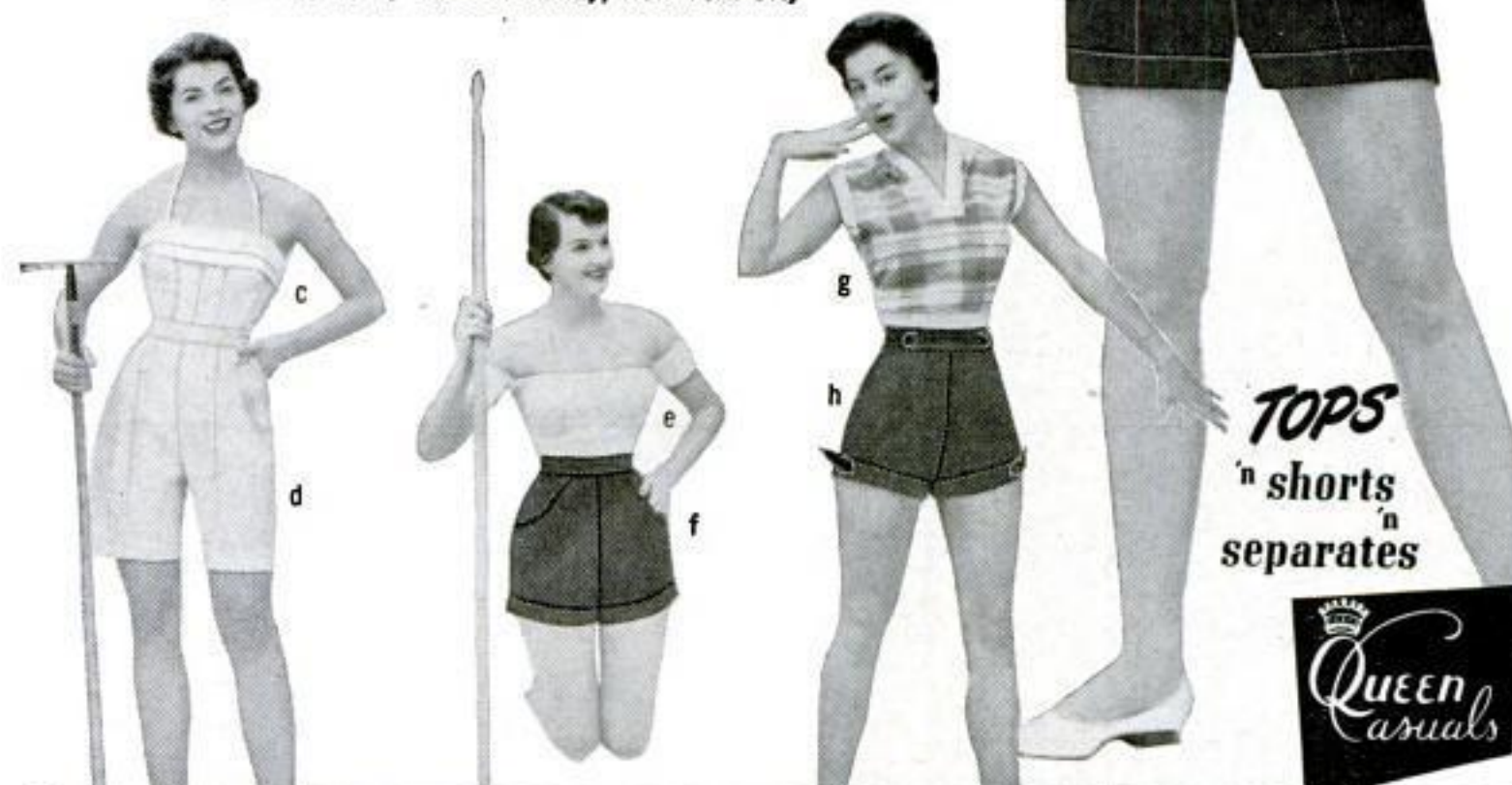
**GOLDEN CALF STORY**, in which Moses breaks the Ten Commandments tablet, burns the calf and mixes its dust with water, is re-enacted by Hoffman. He puts a plastic calf into the fire, then mixes bottle of chemical simulating gold dust with another chemical. The mixture, in jar at left, turns blood red.

## look ahead to fun in the sun in your separates by *Queen Casuals*

Wonderful, wearable and unconditionally washable... these mix-and-match separates by Queen Casuals... America's leading maker of tops 'n shorts 'n separates. Choose a complete summer wardrobe of Queen Casuals at most fine stores... fit for a Queen... priced for you!

Available in all sizes up to 20 in a wide range of colors.  
a. Gabardine Bra—\$2. e. Stretchable Topsy—\$2.  
b. Gabardine Short—\$4. f. Gabardine Shorts—\$3.  
c. Long Linen Bra—\$3. g. Gingham Top—\$2.  
d. Bermuda Shorts—\$4. h. Poplin Shorts—\$3.

At most fine stores or write to | **QUEEN KNITTING MILLS, INC.**  
1410 Broadway, New York City

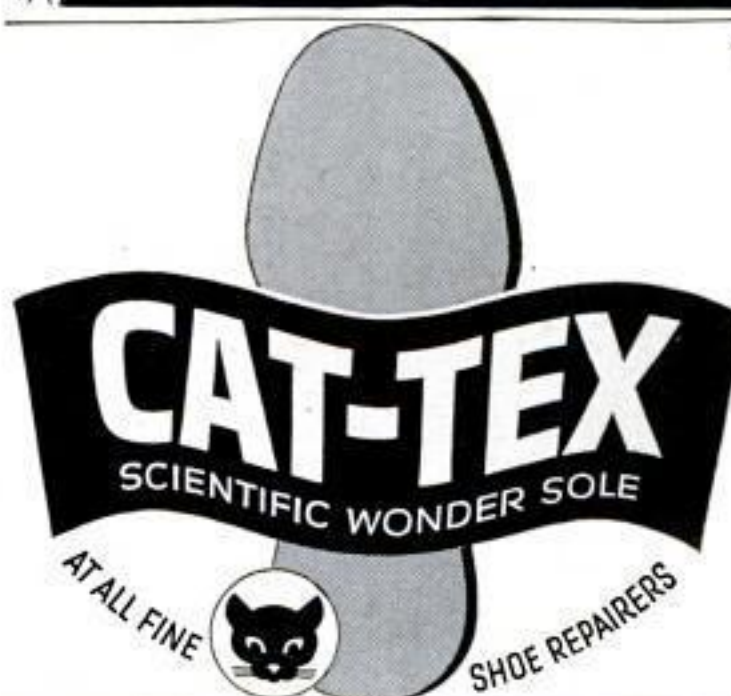


Note to Proud Mamas:

Most of the above Queen Casuals styles also available in sizes 3-6 and 7-14 for little girls.

At most fine stores or write to Jeff-Richard, Inc., Phila. 7, Pa.

Queenies  
by  
Jeff-Richard



Free catalog describing LIFE's 35 mm filmstrips in color and black-and-white. These educational filmstrips are based on LIFE's pictorial essays in the fields of history, art, science and social studies.  
WRITE LIFE FILMSTRIPS, 9 ROCKEFELLER PLAZA NEW YORK 20, N. Y.

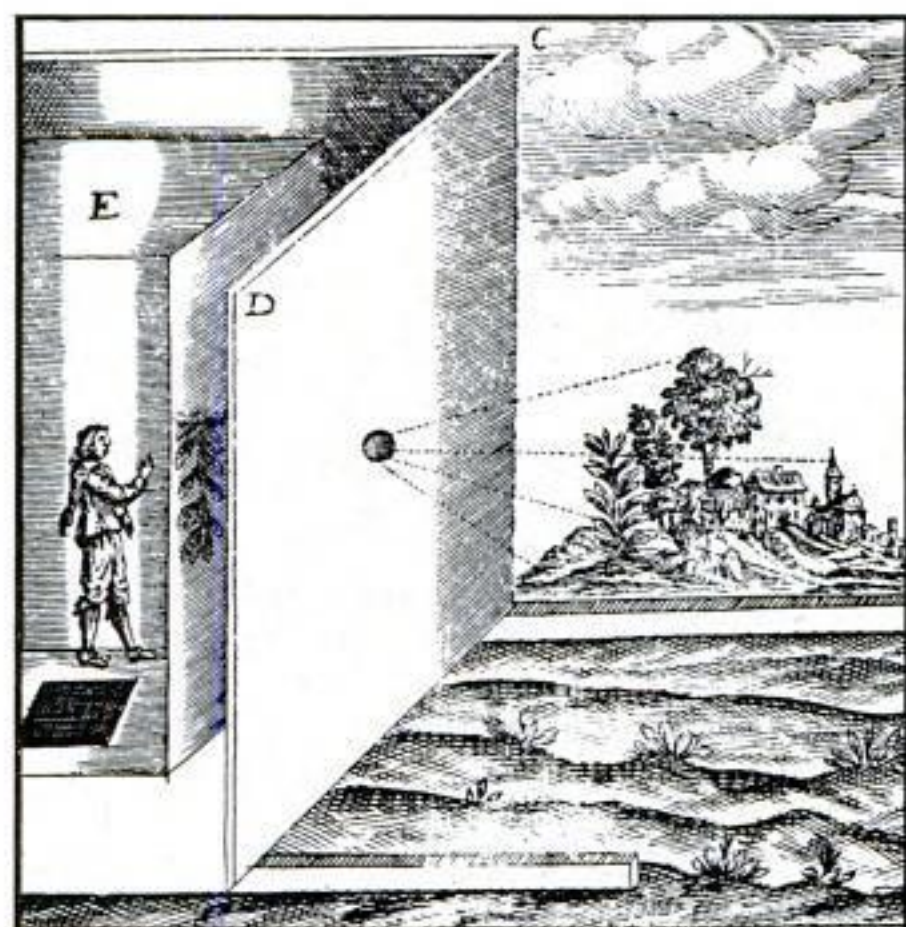








**CAMERA OBSCURA**, ancestor of the present-day camera, was a dark-room with small opening. Light coming in through the lens threw image on large surface. Here a 17th Century artist stands inside his camera, tracing image of the landscape.



**CAMERA LUCIDA**, invented by William Wollaston, an Englishman, in 1806, was devised for producing an exact likeness. Looking through a prism set above drawing paper, the artist could see image of the subject on the paper and trace it there.

# Man First Appears before the Camera's Eye

## PICTURES OF PHOTOGRAPHY'S EARLY DAYS RECORD ITS SWIFT ADVANCE

One day in 1839 an anonymous stroller stopped on a Paris street corner to have his boots brushed and thereby became the first known person to ever appear in a photograph. The original picture (*below*) was taken by Louis Jacques Mande Daguerre probably from his artist's studio. The enlargement on the opposite page gives a closer look at him. Though it seems as though the rest of Paris is asleep in this scene, there are people walking on the sidewalk and carriages are rolling along the boulevard in the late winter sunshine. Daguerre's process required such a long exposure—from 5 to 40 minutes depending upon the weather—that all moving objects were lost from his picture.

Blurred and defective as it is, this first photograph of a human being marks a turning point for man. Ever since he could scratch pictures on walls of caves, man has been making images of himself; it is one of the basic drives of his imagination, closely linked to his longing for immortality. Photography is a combination of physics and chemistry which creates such images with precision. In a little over a century it has enlarged man's knowledge beyond measure; it has also given him a vital means of artistic expression and an always delightful toy.

The man who made the camera a universal means of expression and

diversion was George Eastman, the inventor of the Kodak, whose story is told on pages 154 through 168 of this issue. The development of photography which preceded his invention is traced on these and the following pages, with historic photographs from the Eastman House Collection at Rochester, N.Y. The pictures are all printed with no attempt to touch out original scratches or notations or marks of age.

Photography began, for practical purposes, with Daguerre, who by 1837 had perfected a method developed a little earlier by Nicéphore Niepce. Daguerre took a small sheet of copper plated with silver and exposed it to iodine vapor until a thin coating of silver iodide was formed. He then put the sensitized plate in a small camera obscura, a device which artists had used for centuries. Light entering the camera through a lens changed the chemical nature of the silver iodide and produced a picture, but this was not visible when the plate was taken from the camera. Daguerre's basic discovery was that the latent image could be brought out and preserved by further processing. He exposed his plate to heated mercury and bathed it in a fixing solution, sodium thiosulphate, commonly called "hypo" which is still used today. The result was a brilliant mirrorlike picture that astounded beholders by its perfect reproduction of details.

**HISTORIC SCENE** (*right*), including the first known photograph of a man (shown close up, *opposite*), was sent by Daguerre to King of Bavaria. The original was lost in World War II but a copy had been made in 1939 for Beaumont Newhall, the curator of the George Eastman House.







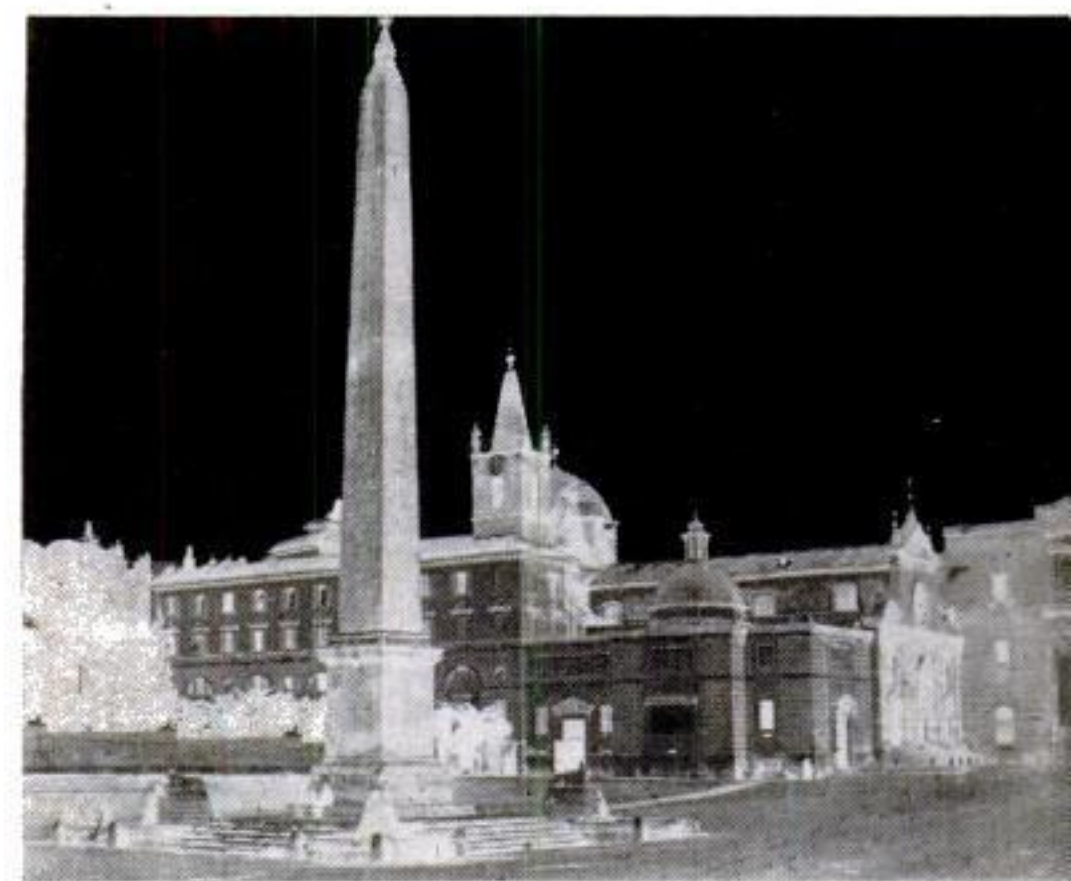
DAGUERRETYPE SHOWS CITY MARSHAL OF WORCESTER, MASS. AT WORK



IN BEAUTY AND QUALITY THE DAGUERRETYPE HAS NOT BEEN EXCELLED.



PAINTINGS WERE COPIED, PORTRAITS TAKEN AT TALBOT'S OUTDOOR STUDIO IN READING, ENGLAND



THIS IS TALBOTYPE NEGATIVE OF ROME CHURCH

## FROM NEGATIVES

While Daguerre was still experimenting with photographs on metal, an English mathematician named William Henry Fox Talbot was making somewhat similar pictures on tiny scraps of paper. Talbot first treated the paper with solutions of sodium chloride and silver nitrate to form silver chloride, a light-sensitive salt. When he exposed the prepared paper in a camera obscura, he got a picture in reverse—the shadows were white and the lighted spaces were dark. Talbot found that if this first picture was "fixed" with a solution of sodium





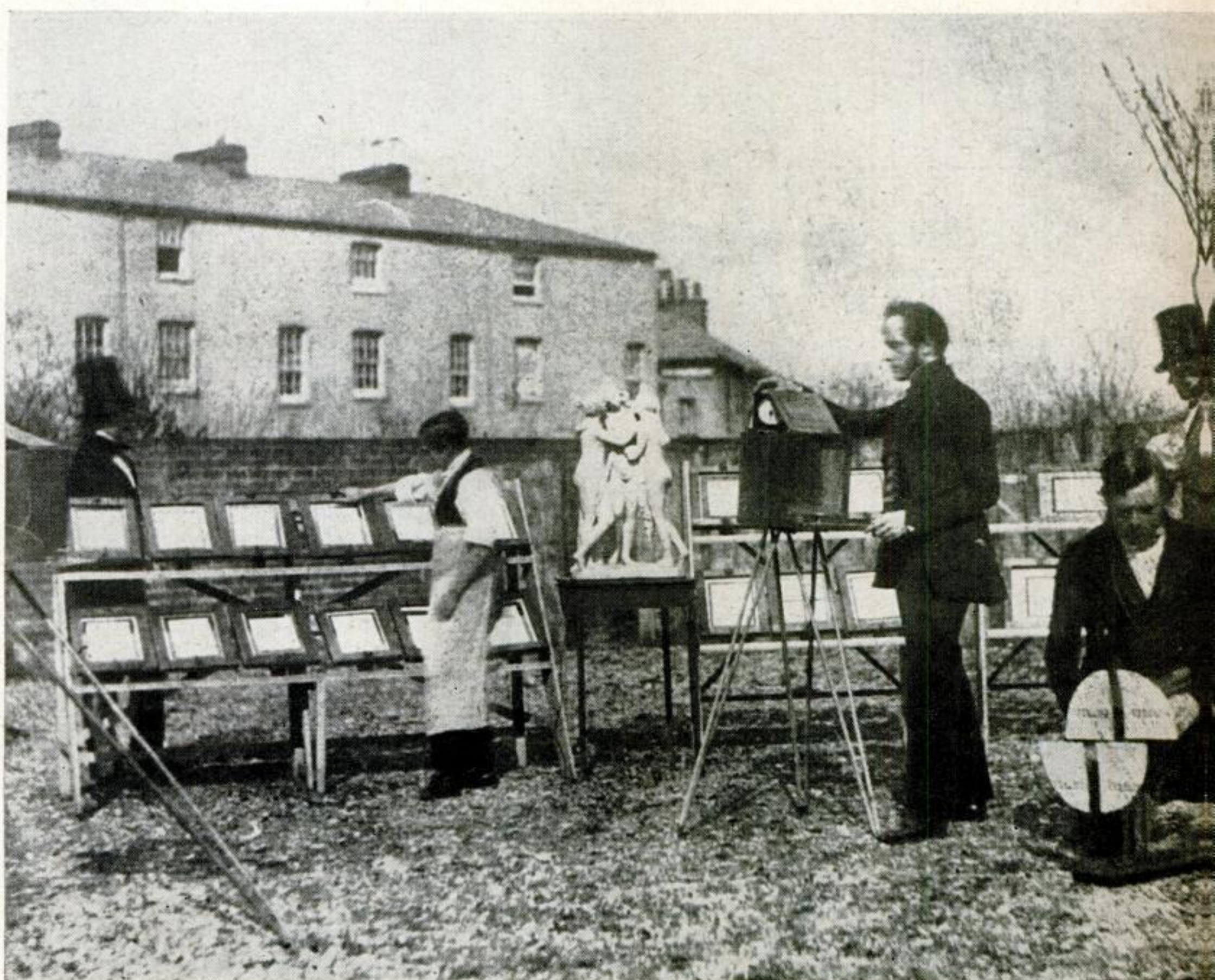
THIS MAGNIFICENT PANORAMIC VIEW OF THE OHIO RIVER AND CITY OF CINCINNATI WAS TAKEN IN 1848 BY THE AMERICAN FIRM OF FONTAYNE & PORTER



POSITIVE RESTORES PROPER LIGHT AND SHADOW

## COME POSITIVES

chloride or hypo it could, unlike previous paper negatives, be exposed to light without losing the image. Then it could be copied on other pieces of sensitized paper and the copies would have the lights and shadows properly arranged. This was an epochal discovery. The great drawback of the daguerreotype was that each picture was a unique specimen which could not be duplicated (except by rephotographing). Talbot's process introduced the negative-positive principle in photography and permitted the unlimited duplication of prints.



TALBOT USED SUNLIGHT TO PRODUCE HIS POSITIVE PRINTS FROM NEGATIVES SET OUT IN LONG RACKS

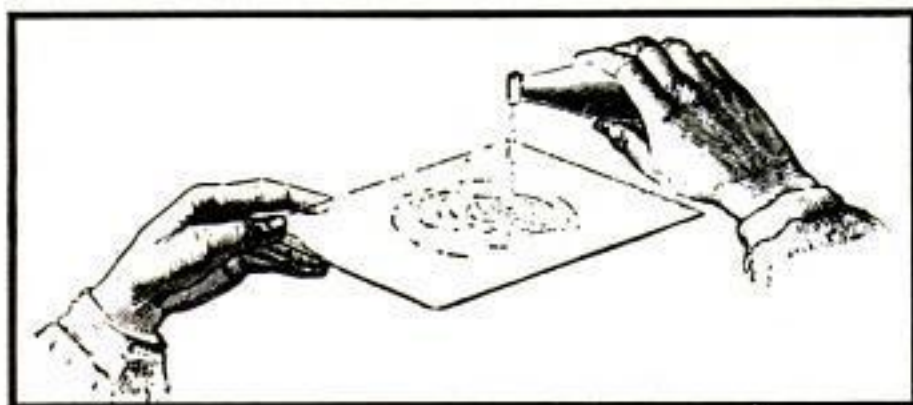




WET-PLATE photographer at work along Illinois River near Ottawa about 1870. Wagon is darkroom.

## PICTURE MAKERS TURN TO GLASS

In the 1850s both the metal daguerreotype and the paper negative gave way to the new collodion or wet-plate process, which was invented in England by Frederick Scott Archer. He used glass as a negative base; this was a great improvement over paper, whose grain often showed through in finished photographs. Masters of the wet plate like Brady, Gardner, O'Sullivan and Jackson ranged the U.S. during the Civil War and after, compiling a priceless pictorial record of the growing country and practicing a complicated technique. Wet plates had to be prepared just before they were used, and had to be developed immediately afterward. First they were coated with albumen, then with a syrupy mixture of collodion (guncotton, alcohol and ether) and other chemicals. This much could be done in the daylight. Then the photographer had to retreat to his darkroom or tent and sensitize the plate in a bath of silver nitrate. It was still wet when put in the camera, hence the popular name for the process.

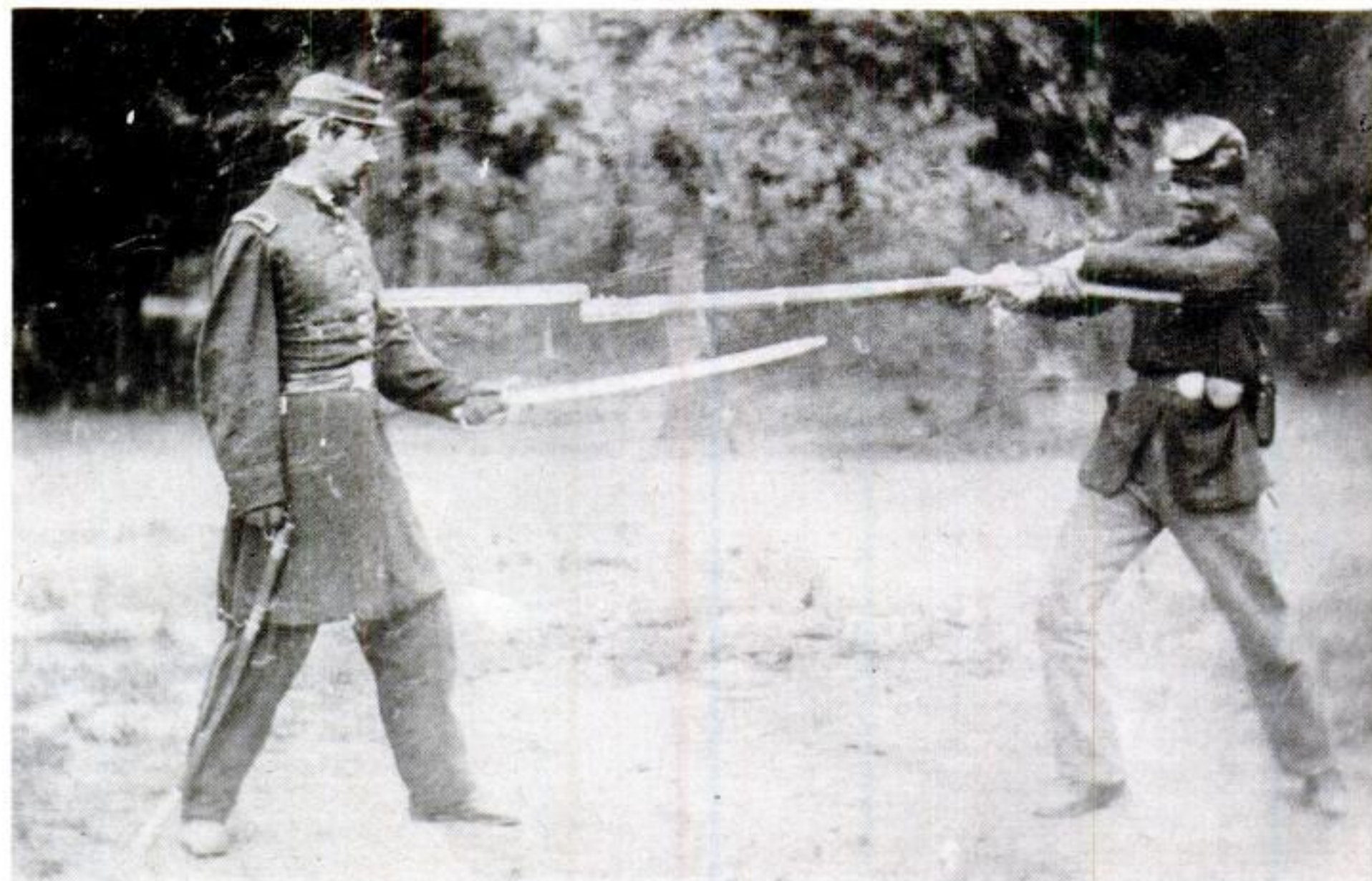


WET-PLATE PREPARATION is illustrated above. At top, collodion is poured on glass. Then plate is sensitized in solution of nitrate of silver. Bottom, the plate is washed after being developed.



"THE BOY GENERAL with the Golden Locks," George Armstrong Custer, strikes pose for wet-plate

photographer. Custer was a Civil War prodigy, winning his major general's two stars at the age of 24.



CIVIL WAR SOLDIERS wield bayonet and sword in what seems to be boyish horseplay. Photographs

were made of Mexican and Crimean wars, but Civil War was first to be widely reported by the camera.





**THE BEAUTY OF BERNHARDT** as a budding actress is preserved for all time in this superb wet-plate portrait. It was made by the celebrated photographer

Nadar in Paris in 1859, when Bernhardt was only 14. She was already training for the stage and made her debut three years later at the Comédie Française.



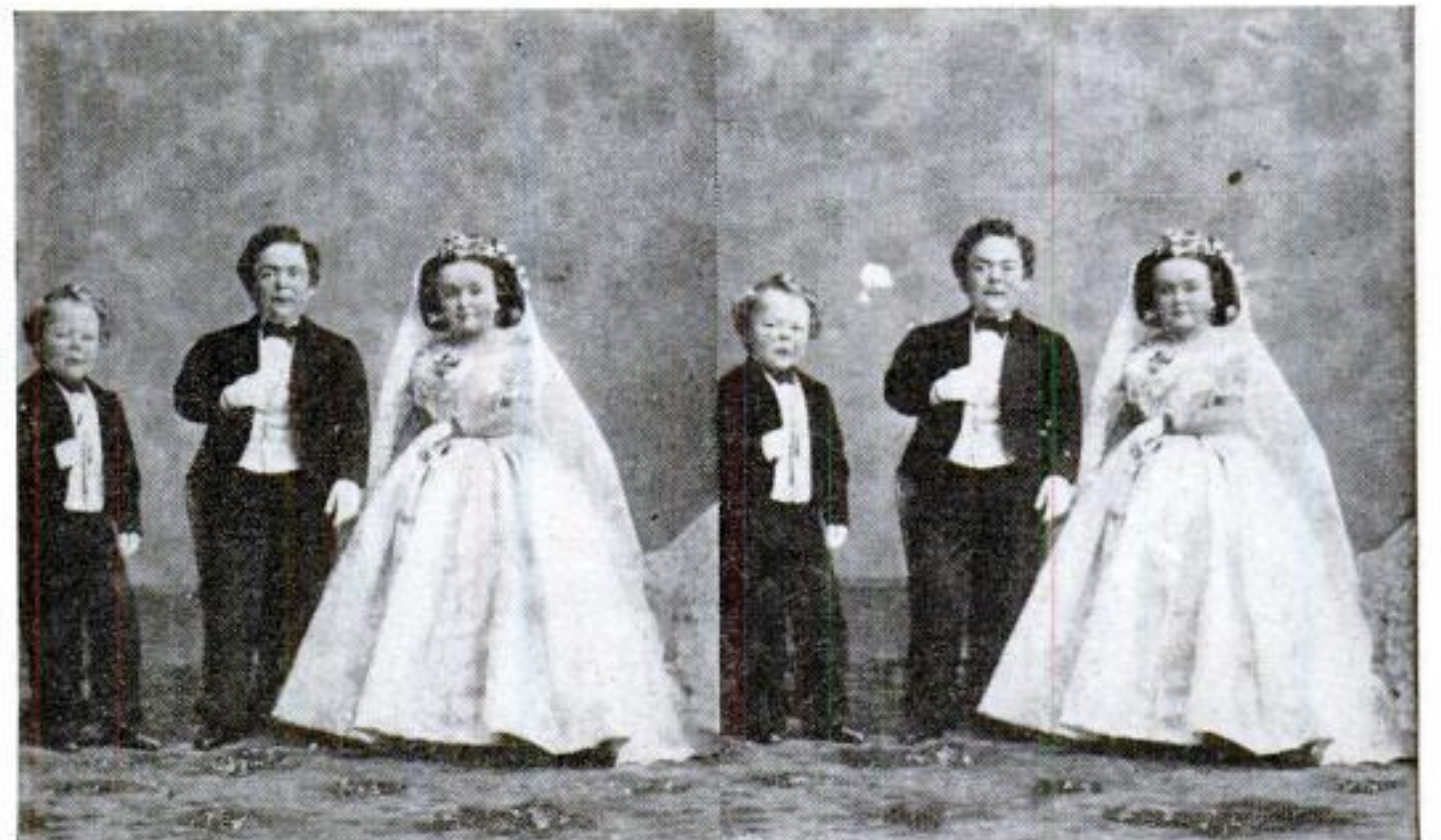


IN 1885, AFTER THE INVENTION OF THE DRY PLATE MADE INSTANTANEOUS PHOTOGRAPHY EASY, EADWEARD MUYBRIDGE SET UP CAMERAS WITH 12 LENSES



### AMERICAN FAMILY IN TINTYPE

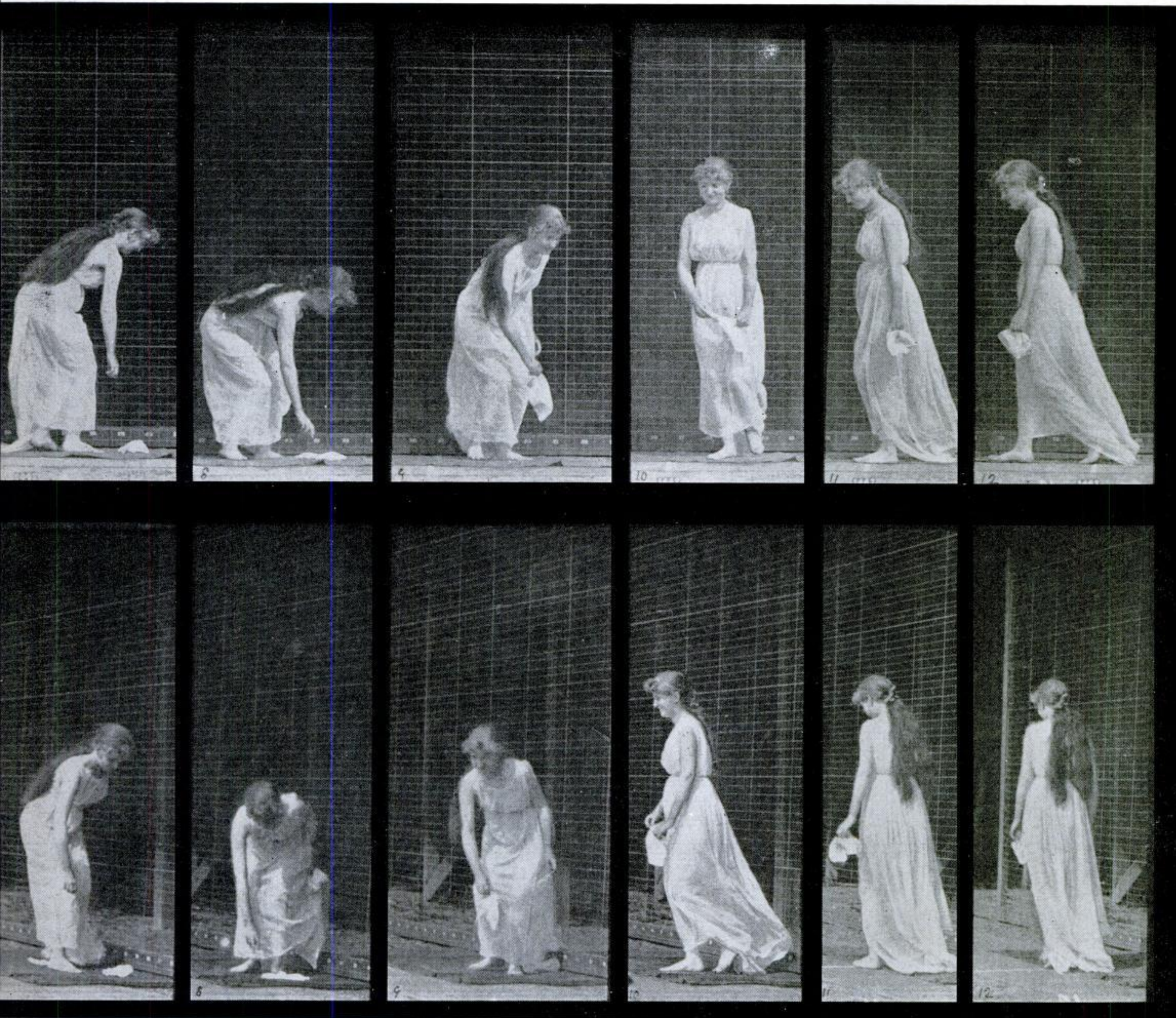
The tintype, a cheap, easy-to-make version of the daguerreotype, was the first distinctly American contribution to photography. Patented in 1856 by Professor Hamilton L. Smith of Kenyon College, it quickly became the photograph of the people. Tintype artists took many exposures on one japanned metal plate, and cut them apart with tinsmiths' shears for their customers; on a \$1 print it was estimated that the photographer made a 95¢ profit. The example above, from an album of the late 19th Century, shows a family apparently all set for a patriotic occasion. Tintypes are still being made at county fairs and seaside resorts.



### THE TOM THUMBS IN STEREO

The stereo was the three-dimensional thrill of our great-grandfathers. The first stereoscopic viewer was made in 1838 by Sir Charles Wheatstone, a renowned English physicist, who used it to give a 3-D look to artists' drawings. From the 1850s on there was an enormous demand for stereoscopic photographs made with a special two-lens camera. Oliver Wendell Holmes was a stereoscope fan and designed the simple hand-held viewer which became standard in America. The stereo picture above was taken by Mathew Brady and shows the wedding of Mr. and Mrs. Tom Thumb, P. T. Barnum's famous circus midgets, Feb. 13, 1863.





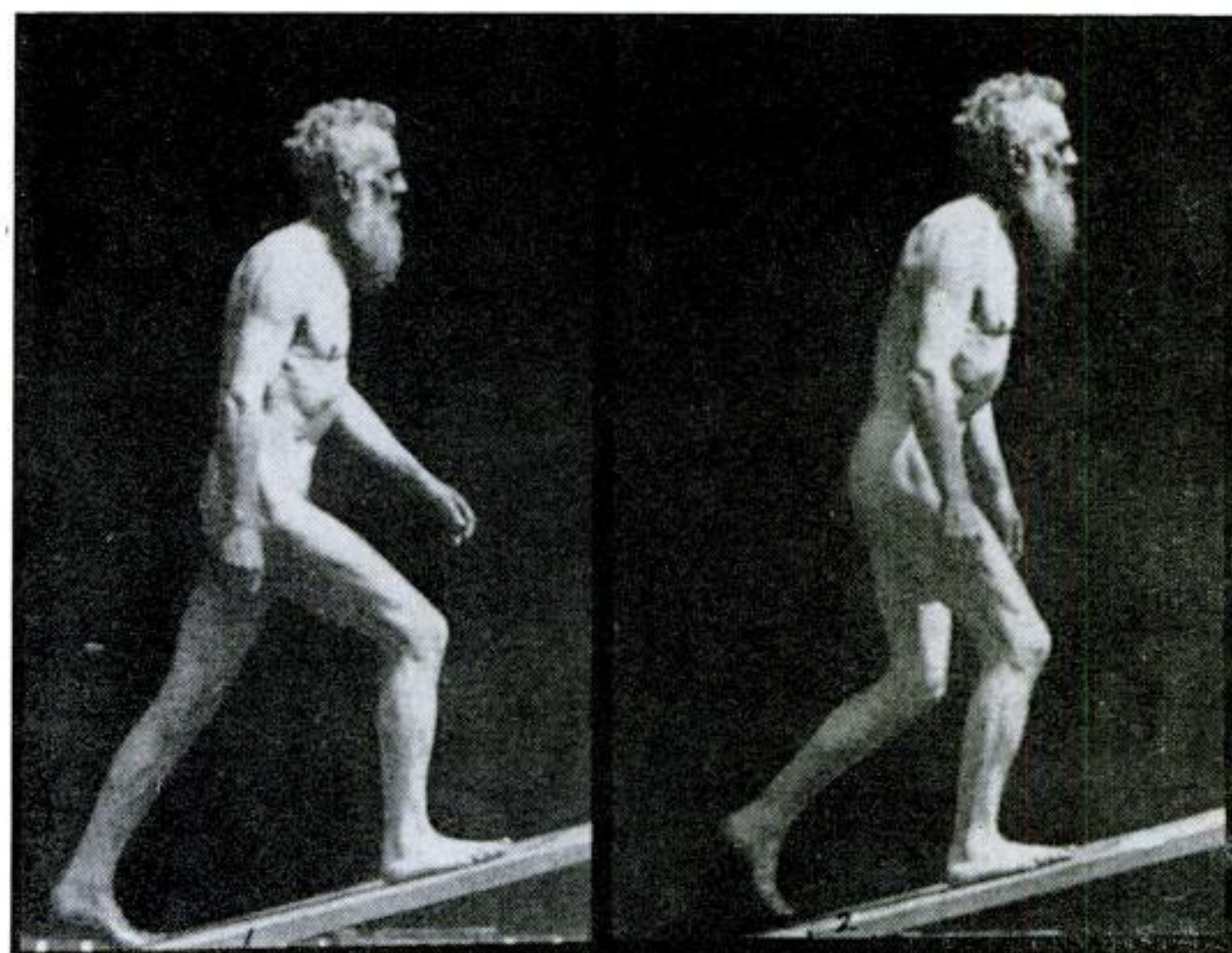
EACH AT THE UNIVERSITY OF PENNSYLVANIA AND TOOK THESE ACTION PICTURES OF A GIRL CHASING HER HANDKERCHIEF. NUMBERING IS MUYBRIDGE'S OWN

## THE CAMERA COMMENCES TO CAPTURE MOTION

From Daguerre to the wet plate the exposure time of any photograph was measured in minutes and seconds. Then, in the 1870s, a new process cut the time to mere fractions of a second. An English amateur, Richard Leach Maddox, coated glass with a gelatin emulsion in which sensitive silver salts were suspended. Another Englishman, Charles Bennett, learned to "ripen" the emulsion by exposing it to high temperatures. With this plate Bennett made photographs at  $1/25$  of a second which amazed the photographic world. The gelatin plates were dry and could be shipped and handled without the mess and fuss of the wet plate. Photographers no longer had to take their darkrooms with them; also, the dry-plate's speed did away with the tripod, so cameras could be held by hand.

The dry plate's most spectacular early use was by Eadweard Muybridge in compiling a pictorial dictionary of humans and animals in motion (see panel above). Muybridge also constructed a motion-picture machine which he called the zoopraxiscope. This was a projection lantern containing up to 200 photographs on a rotating glass wheel. As the wheel turned the pictures were thrown on a screen and gave the illusion of motion.

But the man who saw the real significance of the dry plate was George Eastman, whose remarkable career is described on the following pages.



**PHOTOGRAPHER MUYBRIDGE** walks a plank in front of his own cameras for his monumental study of "Animal Locomotion." In 1874 Muybridge was accused of murdering his wife's lover. He was acquitted and went on to astound the world with photographs of running horses taken at  $1/5,000$  of a second. Some of his subjects were pretty Philadelphia girls who posed willingly in the nude.





TINTYPE SHOWS EASTMAN AT AGE OF 3

# The Prodigious Life of George Eastman

THE KODAK BROUGHT HIM A FORTUNE AND PHOTOGRAPHY TO MILLIONS

by ROGER BUTTERFIELD

**N**EXT July 12th will be the 100th birthday of George Eastman, who invented the Kodak and set the world to snapping pictures. Eastman was one of the great American innovators: his life spanned nearly the whole era of Edison, Bell, the Wright brothers and Ford. His contribution to progress was the perfection of photography to the point where millions of people could practice it, thus providing a base for the revolutions it has wrought in astronomy, medicine, journalism, education, war, entertainment and almost every department of human activity during the present picture age.

Eastman was also one of the great business builders; he was pioneering in mass production while Henry Ford was still learning to be a machinist. Eastman was 24 when, in 1879, he invented his first photographic device. From that time on he set himself a goal: to become the head of the biggest photographic business in the world. Just how he acquired this captain of industry approach so early is a puzzle that would take a volume to explore; the fact is, he had it. He proceeded at once to realize his ambition and did so in a relatively short time. By 1903 the Eastman Kodak Company had outstripped all competition and was earning a profit of almost \$3 million a year. In 1925, when Eastman stepped out of the presidency, its profits were \$18.5 million. Last year it sold \$633 million worth of products and services, employed 74,200 people, and made a net profit of \$50 million after paying \$87.5 million in taxes.

After his success made him rich, Eastman's life combined magnificence and asceticism to a remarkable degree. He was always a kind of lone wolf among the tycoons of his time. He shunned public banquets and speeches, declined honorary degrees and refused to bore the younger generation with platitudes. "What makes me mad," he once wrote, "is that people think I like to work. I don't think I have ever taken any pains to conceal my dislike for it. I like to watch other people work." He never doubted he would make a big fortune. If the Kodak had not done it he would have tried something else.



**IN RARE LANGUID MOOD** Eastman at 54 stretches out on couch in billiard room of his mansion. A man of endless energy, he was almost always on the move.

Eastman enjoyed making money; but his real compulsion was to put money to work. As soon as he had his first million dollars he began to give it away in large chunks. During his life he distributed \$80 million and his will added public bequests of \$20 million more. If he had held on to his capital and invested it for personal gain, he might well have died worth \$200 or \$300 million.

He never married and, as far as anyone knows, he never seriously intended to marry, though he had close friendships with women all his life. His emotional life centered around his mother, who lived with him and supervised his domestic arrangements until he was over 50. (She was still knitting his socks when Eastman's income was around \$100,000 a year.) By the time she died he was firmly wedded to a millionaire bachelor's existence.

Eastman committed suicide in 1932, for reasons which have never before been fully disclosed in print. Since then the story of his life has been buried in two great collections of papers in Rochester, N.Y. Hundreds of his personal letters, diaries, account books and other records are preserved at his former home, which is now a museum of photography under the name of George Eastman House. His business correspondence, numbering more than 200,000 letters and covering a full half century, has been kept intact by the Eastman Kodak Company. These documents have now been made available to LIFE. It is the first time that this has been done without restrictions.

The man they reveal was more complex than many of his friends ever knew. Eastman had a thirst for color and adventure which could not be quenched with dollars. In the 1890s, when his company was growing by leaps and bounds and an ordinary manager would have stayed at home to fret about his problems, Eastman often went off to refresh himself with informal jaunts around Europe. He bicycled about the Continent, roamed from Nizhni Novgorod to Madrid, munched black bread in peasants' huts, pointed his Kodak at Czar Nicholas II (and failed to get a picture), attended the famous opera houses and explored the leading art galleries. He was entertained by English gentry and Belgian cartel masters and gave lavish parties at the best restaurants in London.

These experiences gave him a taste for certain luxuries which he was soon able to gratify. Even while he was still pinched for cash he bartered 60 shares of Kodak stock for a prizewinning painting he wanted to own. (The painting was priced at \$3,000; the 60 shares would have brought \$33,000 ten years later.) Eastman went on to acquire a gallery of paintings by Rembrandt, Van Dyck, Tintoretto and others, which he hung about the walls of his marble-floored mansion in Rochester. In the center of his house he installed a pipe organ and an organist who played while Eastman ate his breakfast. Two nights each week a string quartet came in to give recitals. To his favorites among the ladies Eastman sent orchids from his own greenhouses.

On the third floor he kept his playthings. There was a room filled with fishing rods and guns, mounted heads of Rocky Mountain goats, vases made from elephants' feet, and skins of bear and puma. Another room was fitted for projecting his amateur movies and photographs on slides. His workbench and tools were in a third room which also had a big developing sink in the middle. Eastman was a lifelong tinkerer and whittler. When he was quite an old man, he helped design a special camera for use in orthodontia, or the straightening of teeth. This interest grew out of his own youthful toothaches, which also led him to build elaborate dental clinics for needy





**KODAKED** by friend as he himself aimed a Kodak, Eastman was photographed on a ship in 1890 by early-model which took round pictures.

children in Rochester, London, Paris, Brussels, Stockholm and Rome.

His first invention, if it can be called that, was a wire puzzle which he made as a boy and sold to one of his playmates. At 22 he invented—or thought he invented—a new kind of grate for furnaces. But it turned out his idea had already been patented.

### The decisive event

**T**HE most decisive event in George Eastman's life occurred April 27, 1862 when he was 7 years old. On that date his father died, leaving an estate of almost nothing. George was the youngest of three children, and the only boy. His mother opened a boardinghouse in Rochester and did quite well with it. She was an educated, well-poised woman. In all probability she saw nothing degrading about going to work to support her family. But her son could never forget the days when his mother made other people's beds and mopped floors for pay.

His earliest letters give evidence of a normal boyhood. At 11 he wrote his Uncle Horace that he was attending Mr. Carpenter's school "in the old university building near the corner of Bufflo and

Elizabeth Streets he has about 70 scholars and it is the best private school for boys in the city. . . . Almost every afternoon the boys play Base Ball and I think it is nice fun. . . ."

At 13 his school days were over. On March 9, 1868 he went to work as office boy for an insurance agent. His duties included a daily cleaning of his employer's cuspidor, and his pay was \$3 a week.

As soon as he started work Eastman began to keep a meticulous record of every cent he earned and spent. The first entries show that he began the year 1868 with \$5 "on hand"; he had earned this by selling some fancy filigreed bookshelf brackets he had made with his tools at home. On March 14 he received his first "cash wages" of \$3. Two days later he made his first purchases: "Slippers 1 50" and "Collars 38." During the rest of that year he bought straw hats, suspenders, a \$20 suit, neckties and linen office coats, squandered 65¢ for ice cream on his 14th birthday, and paid his mother \$22.22 for board. By December he had earned \$126, spent \$92 and added \$34 to his savings, for a total of \$39.

The next year he changed employers, was raised to \$5 a week and ended with \$81 in the bank. In 1870 he boosted his savings to



\$206.78, in 1871 to \$484.08, in 1872 to \$719.57 and in 1873 to \$1,115.15. By then he was 19 and a capitalist. He had \$500 drawing interest on a mortgage and \$200 invested in building lots. Four years later, when he began his experiments with photography, he was worth about \$3,000, of which \$2,500 was in mortgages.

Thus in his teens and early '20s Eastman was accumulating capital and having a pretty good time. His income rose to \$1,400 a year by 1876, when he was a bookkeeper in the Rochester Savings Bank. He bought concert, lecture and theater tickets, an 85¢ pair of dumbbells and a \$14 flute, paid for lessons in German and books in French, subscribed to *Harper's Weekly* and the daily *New York Herald*. He rented a church pew, bought cigars and cigarets, visited a gymnasium and hired horses for drives with his mother and sister. He owned fishing tackle, a revolver, an \$8 gazetteer and often paid money for "Photos."

From 17 to 23 he had numerous dates with girls. On such occasions he would spend 20¢ for carfare, up to 60¢ for candy, and 20¢ or 30¢ for oranges. He attended a Valentine masquerade that cost \$1.50, bought some "Mille Fleurs" perfume and had his gloves dyed. In September 1876, aged 22, he paid \$1.45 for "St cars & candy . . . Powers Block (Edith)." The Powers Block was Rochester's only skyscraper, rising a dizzy seven stories at the central Four Corners. It cost 10¢ per person to ride the steam-driven "vertical railway," or elevator, to the roof and climb another 60 feet to an observation room. Apparently this was an irresistible attraction for Eastman's female acquaintances. One week after he was there with Edith he came back with a girl named Louise. And some months later he noted in his book "Powers . . . (Kitty K) 1 60."

Once Eastman became involved in photography, however, he seemed to lose interest in girls. (At least that is the evidence of his account books, which tell all we know of the subject.) His new hobby got under way in a very casual manner. He planned to go to Santo Domingo for his summer vacation in 1877. He did not go, as it turned out, but while he was talking about it, a fellow employe at the bank suggested he buy a camera and make a picture record of his trip. Eastman was interested and began taking lessons, at \$2 per lesson.

The chemical intricacies and precise adjustments of wet-plate photography (p. 150) made an immediate appeal to his tinkering instinct. In November 1877, for \$94.36, he became the owner of a 5x8 stereoscopic camera as big as a soap box, a tripod strong enough to hold up a bungalow, a plateholder, glass plates, a nitrate bath, jars, dishes, a funnel, brushes, chemicals and a dark-tent.

By the following summer he was expert enough with this mass of material to make an expedition on his own to the Great Lakes. "One burning hot day," he recalled, "I set up my encampment to go about photographing the natural bridge at Mackinac and then disappeared into my little teepee to make the plates ready. When I came out, a party of tourists had draped themselves about the bridge. . . . I paid no attention to them, took several exposures and, when I had finished, one of the men came forward and inquired the price. I told him that I was an amateur making pictures for my own amusement and not for sale. He exploded, 'Then why did you let us stand in the hot sun for a full half-hour while you fooled around with your contraptions? You ought to wear a sign saying that you are an amateur!'"

On this trip the cap of his silver bath came loose in his trunk and the chemical ruined his underwear. But Eastman was already



**BIRTHPLACE** of Eastman was this modest one-story frame house in Waterville, N.Y.

working on a process that would eliminate such nuisances. From reading the *British Journal of Photography* he had learned of the success of English photographers with dry glass plates. These were coated with a sensitive silver salt suspended in gelatin and could be handled and stored before using. Their greatest advantage, however, was the lightning-fast speed at which they operated.

Following the directions which he found in print, Eastman cooked messes of chemicals on his mother's stove and corresponded with other amateurs who were doing the same thing. By 1879 he was making good dry plates and taking some excellent pictures with them.

He was also making something else which he kept entirely secret. The usual method of coating plates had been to pour the emulsion from a tea kettle or some such container and spread it around with a glass rod. Eastman constructed a roller device like the little ones which are now used for moistening postage stamps. The roller was suspended in a trough of emulsion and the glass was drawn across it in a rigid frame. By coating a large sheet of glass and then cutting it up, Eastman could make many plates at once. This was the beginning of mass production in photography.

In June 1879 Eastman took a leave from his job, sailed for London (then the photographic capital of the world) and obtained an English patent on his invention. He hurried home and registered it in Washington. In the spring of 1880 he rented a floor in a Rochester building and began building a better coating machine. By December he was supplying his trademarked dry plates to the largest dealer in New York City. He was still working full time at the bank and gave his own business what attention he could "between the hours of 3 p.m. and breakfast." His only rest was on Sunday when he slept, except for meal times, straight through the day.

### Help from a boarder

**H**E used up all his savings and might have gone under for lack of capital if a boarder of his mother's had not come to his rescue. Henry Alvah Strong was a big, hearty Civil War veteran who ran a flourishing buggy-whip factory. He was 16 years older than Eastman and he admired the young man's guts. In 1881 he invested \$5,000 in the business, and Eastman was able to resign from the bank.

Eastman entered photography at the close of the wet-plate era, passed rapidly to the use and manufacture of dry plates (p. 152), and then, by a series of inventions and improvements which he completed in 10 years, shoved the whole process forward to approximately what it is today (except for color photography, which was not perfected until after his death). The basic steps in his system were:

- Mass production of negative material by machinery, from 1879 on.
- Substitution of a lighter, flexible material for glass as a negative base. Eastman, along with many rivals, worked on this problem from 1880 on. In 1884 he patented what he called "American Film," though it was not a true film as known today. It was a band of paper coated with two layers of gelatin, one of which was made sensitive to light by silver salts. After it was exposed and developed, the sensitive layer of gelatin was peeled off and became a negative for printing.
- The roll-holder, for winding up "American Film" and inserting it in any hand camera. Eastman designed this gadget with the aid of William H. Walker, an engineer who became his second partner in 1884.

CONTINUED ON PAGE 158



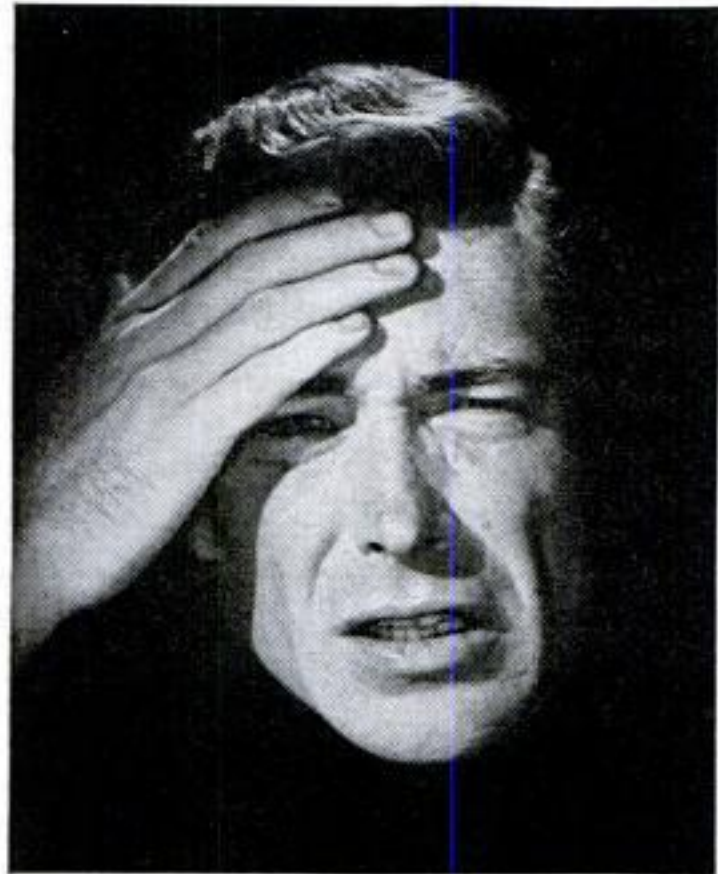
**MANSION**, which Eastman built in 1903-05 and inhabited until he died, had 37 rooms. Design of

portico closely resembles his birthplace (top), but Eastman did not consciously order the imitation.



# An important message to everyone who takes aspirin

for the relief of headaches, discomfort of colds, muscular aches and pains.



# BUFFERIN<sup>®</sup> acts twice as fast as aspirin!

*Won't upset your stomach*

Check these facts with your physician:

**BUFFERIN** combines aspirin with two effective antacid ingredients. These ingredients accomplish two very important things:

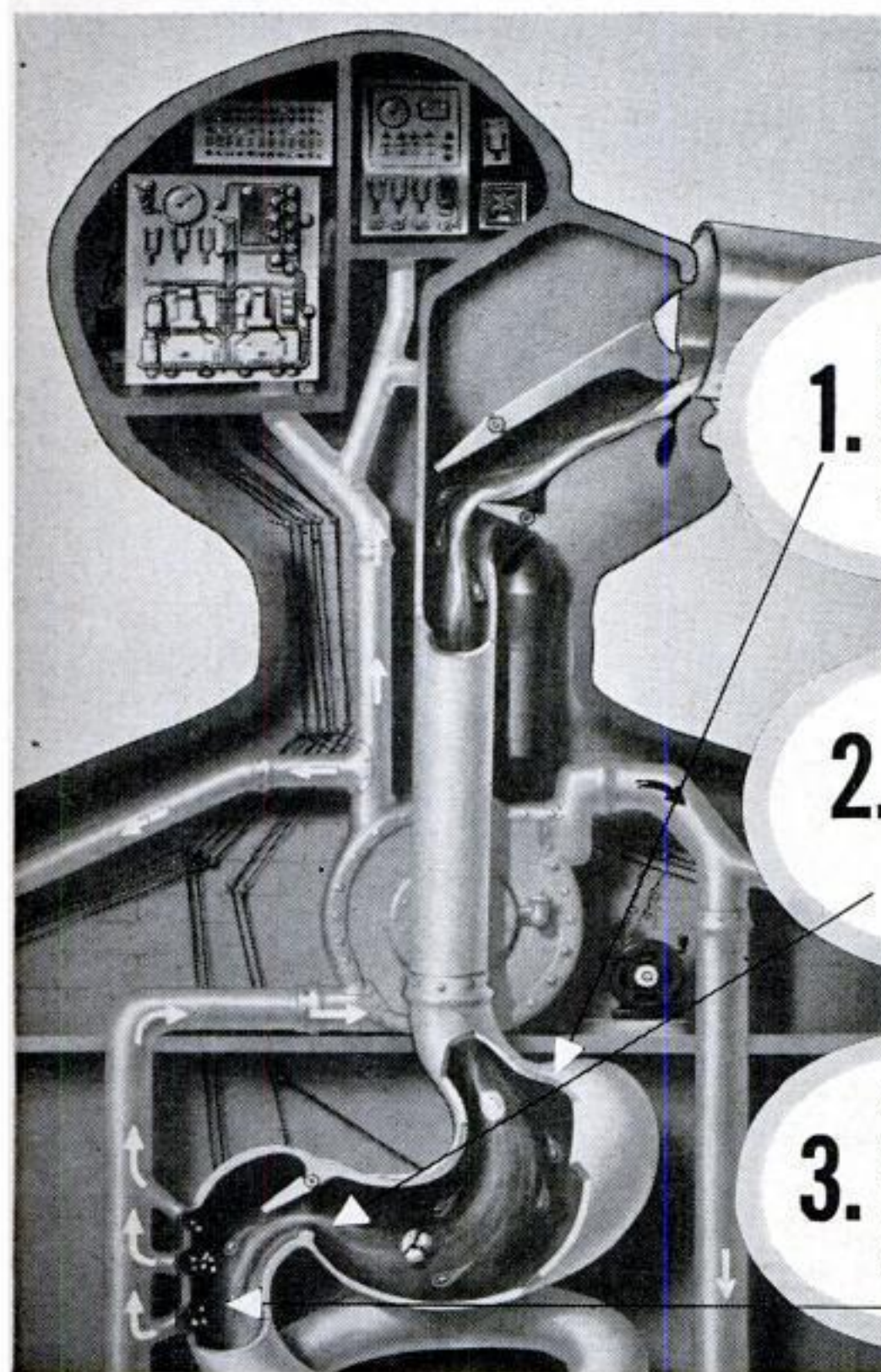
1. They cause the pain reliever in Bufferin to get into the blood stream, to relieve your pain, *twice as fast* as aspirin.
2. These same ingredients *protect* your stomach from any aspirin irritation, so you do not suffer the upset stomach which aspirin may cause.

**NOTE:**

BUFFERIN was first made available to the public and to the medical and dental professions in October, 1948. Since then, EACH YEAR, MORE AND MORE PEOPLE, by the hundreds of thousands, have been changing to BUFFERIN for fast relief of pain without stomach upset.

**Most people take two Bufferin tablets as the usual dose.**

**P.S. If you suffer pain of arthritis or rheumatism, ask your physician about BUFFERIN.**



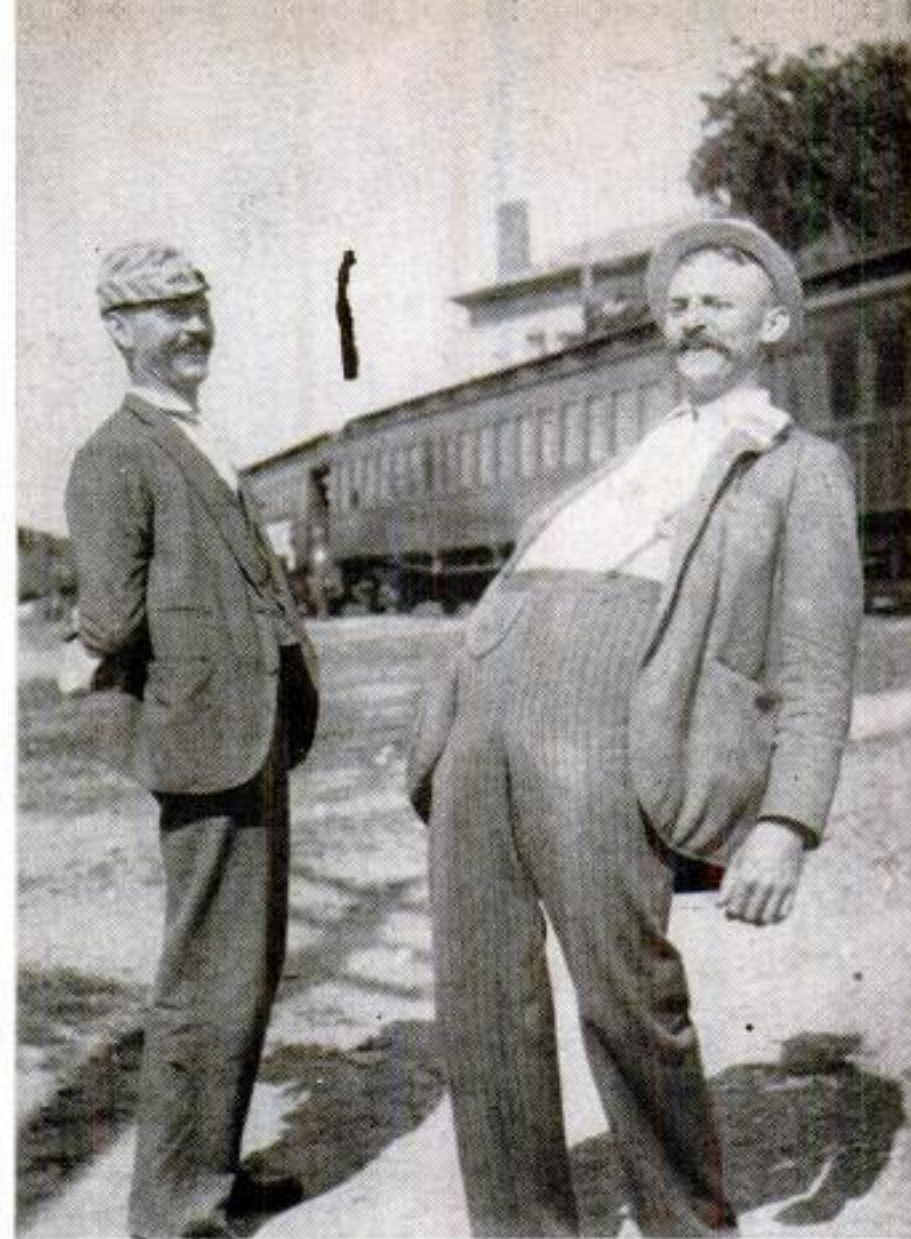
## TAKING COLD? TAKE BUFFERIN!

Acts twice as fast as aspirin to relieve cold miseries.





**EARLY PRINT** was produced in 1884 from paper-backed negative, "American Film." Annotation on print is partial explanation of the process. Eastman, the subject, himself signed and dated the print across lapels of his coat.



**EARLY GAG PHOTO** shows Eastman chemist, Henry Reichenbach (left), and his brother Homer in clowning mood. Reichenbach in 1889 patented a formula which produced bulk of the world's film supply for over 50 years.

## EASTMAN CONTINUED

► The Kodak camera, which was the very first especially made to use roll film. This was Eastman's personal invention, patented by him in 1888. It contained a lens, a roll-holder and a spool of "American Film" with 100 exposures. Its chief mechanical novelty was a revolving shutter which was operated simply by pressing a button. When all the film was exposed the whole camera was shipped to Rochester, where experts unloaded it, developed the 100 negatives, made one print from each and reloaded with film for an over-all charge of \$10.

► Film. In 1886 Eastman hired a Rochester chemist, Henry M. Reichenbach, to do research. One of the problems he gave him was to produce a material which would eliminate the need for a paper support in film. Reichenbach found the answer early in 1889. To a mixture of nitrocellulose and wood alcohol, which dried and formed a flexible, transparent film, he added camphor to provide tensile strength, fusel oil and amyl acetate to spread and fix the camphor. This formula was patented in Reichenbach's name but all rights were assigned to the Eastman company. The bulk of the world's film supply was made by it until the 1940s; it has now been replaced by acetate film.

Of all these things the Kodak made the biggest dent on the public. For years Eastman could not build new factories fast enough to keep pace with the demand. Before he created it, the taking of photographs had required some expert knowledge and skill. But anyone who could read and follow directions could make snapshots with a Kodak.

Eastman himself bestowed the catchy name which raced around the world. He sometimes played anagrams with his mother and he hit on K O D A K while pushing the letters around. The newspapers outdid themselves in giving his product free advertising. "BEWARE THE KODAK," warned the *Hartford Courant* in the summer of 1888. "The 'Kodak' has added a new terror to the picnic. The sedate citizen can't indulge in any hilarity without incurring the risk of being caught in the act and having his photograph passed around among his Sunday-school children. And the young fellow who wishes to spoon with his best girl while sailing down the river must keep himself constantly sheltered by his umbrella."

In upstate New York there was a railroad collision and one of the passengers "happened to have a 'Kodak' with him. He sprang off the wreck while the reversed driving wheels were still in motion and the smoke puffing from the locomotive chimney. Probably nothing of the kind was ever accomplished before; but in the future thousands of similar events will be recorded."

Kodak's famous slogan, "You press the button, we do the rest," appeared in 1889 and released another flood of publicity. One widely printed yarn was attributed to Thomas A. Edison. Edison, it seems, had been out one rainy morning to look at a factory in Pennsylvania. When he came back to his hotel he ordered a hot Scotch whisky. "Can't give it to you," the clerk informed him. "Eh? Can't give it to me! Why not?" "Because it's Sunday. We can't sell anything to drink on Sun-

day." "But I'm wet through and cold. I want a drink." "Well, I'll tell you what we can do," offered the clerk. "We can give you a 'Kodak.'" "And what is a 'Kodak'?" "You just go to your room and press the button. We do the rest."

Edison, despite this story, knew the Kodak very well. In 1889 he ordered one sent to his laboratory while he was building his kinetograph, or motion-picture machine. He made his first successful movies on Eastman film.

On Oct. 7, 1893 the musical team of Gilbert and Sullivan opened their new operetta, *Utopia, Limited*, in the Savoy Theatre in London. In one scene all the girls in the chorus danced out carrying Kodaks, and two modest maidens sang the following verse:


Then all the crowd take down our looks  
In pocket memorandum books.  
To diagnose  
Our modest pose  
The Kodaks do their best:  
If evidence you would possess  
Of what is maiden bashfulness,  
You only need a button press—  
And we do the rest!

By the early 1890s Eastman was aware that he had cornered the amateur photography market, and he was moving fast to enlarge his position. He began buying up his leading competitors in the manufacture of cameras, film, photographic paper and plates. He had already started his lifelong practice of buying every important new patent in these fields. (In one important instance, to be mentioned later, his judgment slipped a cog.) When the movies began to boom, Eastman, after some sharp skirmishing, arranged a deal which gave his company a virtual U.S. monopoly in this big market for film.

In 1901 he wrote his mother from Berlin: "You may remember that some time ago I told you that if I set about it I could probably get control of the photographic business all over the world—well, I have been talking with the representatives of the powerful German ring who control most of the business over here and they proposed to me that I should do it, and that they would come in and help." The deal was not needed, however, for Kodak stores and warehouses soon encircled the globe. By 1901 even natives of Mandalay and the Hawaiian Islands were using Kodaks to take pictures of the tourists. And a few years later, when the Dalai Lama came down from his secret capital to Peking, several members of his retinue brought Kodaks with them.

Eastman stayed close to his company's exchequer. Until 1901 he allowed Strong to be president while he was treasurer and general manager. The first Eastman company was incorporated in 1884, with \$200,000 in capital. More than half of this was an immediate stock profit for Eastman, Strong and Walker. Five years later the stock was expanded to \$1 million and Eastman profited again.

The success of the Kodak made more capital necessary. In 1898, working on his own



**Peary**  
**Pressed**  
**the**  
**Button.**

2,000  
**KODAK**  
**Pictures**  
**Made**  
**Among**  
**Greenland's**  
**Icy**  
**Mountains.**

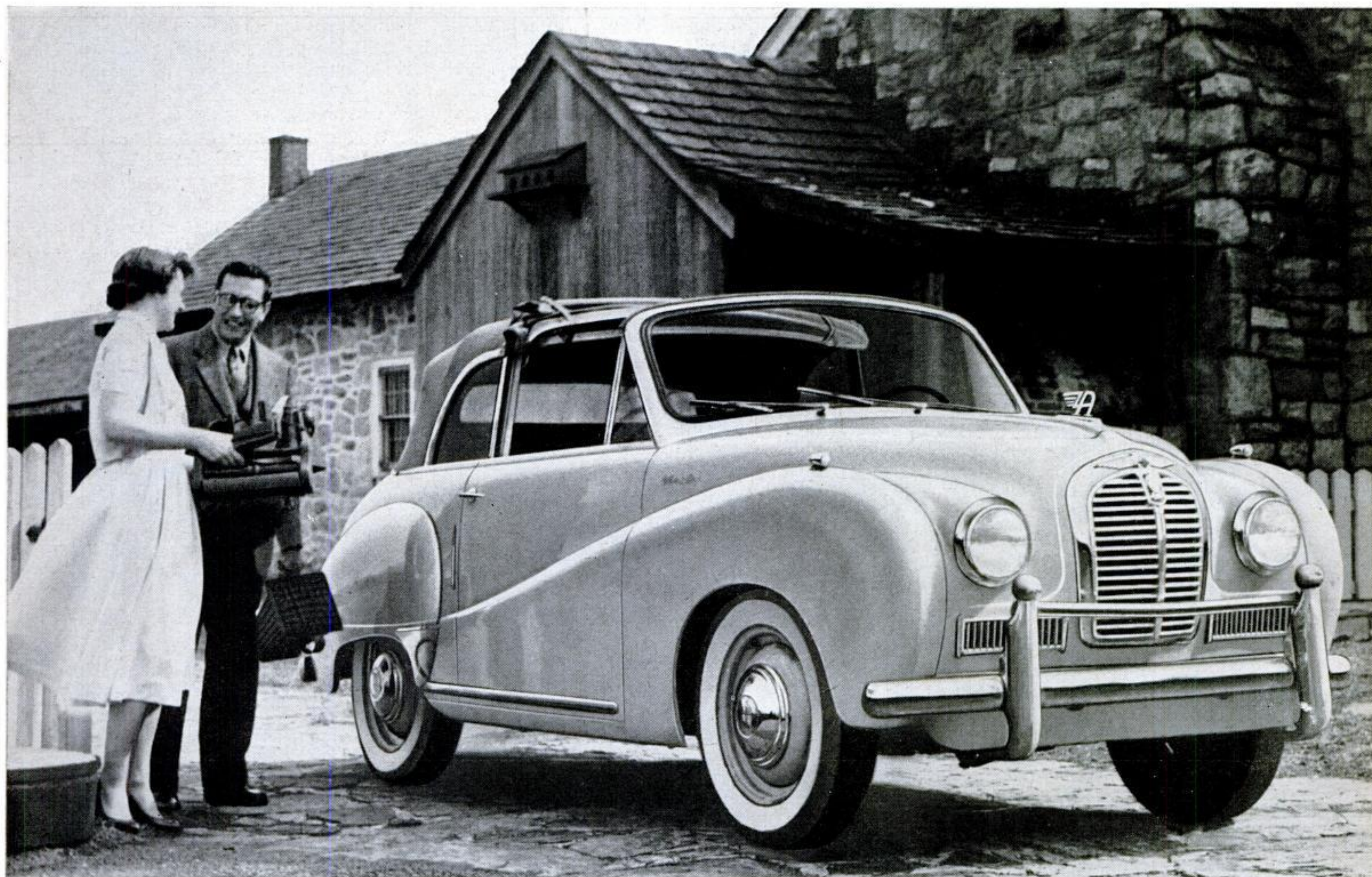
"My pictures were 'all taken with a Kodak' and I regard the Kodak as responsible for my having obtained a series of pictures which in quality and quantity exceed any that have been brought back from Greenland and the Smith Sound region."

R. E. PEARY, U. S. N.

**EARLY AD** referred to the well-known Kodak slogan, "You press the button, we do the rest."

CONTINUED ON PAGE 160





AUSTIN OWNER RICHARD GEHMAN AND HIS WIFE OFTEN VISIT THE LANDIS VALLEY MUSEUM NEAR THEIR HOME IN LANCASTER, PA.

## WRITER AND HIS AUSTIN ROLL UP 24,000 MILES—600,000 WORDS

Recently a letter arrived at Austin House in New York, unsolicited and unpaid for. It read as follows: Gentlemen:

This is an open unashamed fan letter to the Austin A-40 Convertible, the designers who conceived it, and the engineers who put it together.

**I am a magazine writer. Now and again I write a book. These assignments frequently take me out of town. Because I must travel with much impedimenta—typewriter, briefcases, boxes of material—I prefer to drive.**

I had owned several large, unwieldy cars. They were uneconomical, cranky, badly designed, hard to park, altogether vexing. Then I owned a tiny British sports car. It was economical, fast, handled beautifully in traffic, and could park anywhere. *But* it could not be locked, and had no room for all my stuff.

I was complaining about it and also deploring big cars one night to a friend. He suggested I try an Austin. I did not view this as a solution. I did not see how a good car could be made for such a low price, or how such a small car could be an improvement on my little roadster.

*How wrong I was!*

**I fell in love with the Austin when first I drove it. It handles like a sportster, yet is astoundingly roomy. I have hauled six people without undue discomfort to any individual.**

And economy! Austin advertises, I believe, 35 miles to the gallon. My car has delivered between 39

and 42 miles with dogged consistency.

And speed! Austin says 60 m.p.h. cruising speed. This is nonsense. My car spurts to 70 m.p.h. before I know it, and runs with incredible smoothness.

I bought my Austin in mid-May, 1953, about 600,000 words ago. I now have roughly 24,000 miles on it, and it is running better than the day I bought it. I drove from New York City to California in four days, *comfortably*. I drove back again in five days, taking it easy. I have driven it over high mountains, fiercely hot desert areas, in driving rain and wind.

**The car has been in the repair shop one time—at 10,000 miles—when they tuned it.**

An American manufacturer could make a fortune if he made a car half this good. And, fortunately, the

parts problem does not seem to exist. Even medium-sized cities have reassuring Austin Dealer signs—and many parts, I have been told, are interchangeable with American ones.

In other words, I love my Austin. It is the best car I have ever owned, the most dependable, the cheapest to operate. I think I will write an article about it for one of the sports-car magazines.

Sincerely,

(signed) RICHARD GEHMAN

*The Austin Somerset Convertible costs just \$1890, the Austin 4-door Sedan, \$1695, f.o.b. coastal ports of entry. Worldwide delivery may be arranged. Austin of England, 27-29 W. 57th Street, New York.*



**THE GEHMANS LOAD UP** their Austin for a trip. She is Estelle Parsons of NBC's "Home" show. Gehman's latest novel, "Driven" has just been published.



**"I FELL IN LOVE** with the Austin when first I drove it," says Gehman. "It handles and parks like a real little sportster, and yet it is astoundingly roomy inside."

ADVERTISEMENT: copyrighted by Austin of England



with no help from brokers, Eastman reorganized and refinanced the whole Kodak enterprise including companies in England, France and Germany. He did this in London, the financial capital of the world, against the furious opposition of the London stockbrokers and even the newspapers, which set up a howl against the "Kodak Kid." He came out with a personal profit—aside from his large interest in the new company—of \$969,000.

This was close enough to a million to justify a story he liked to tell in later years. He hurried home and proudly announced, "Mother, we have a whole million dollars now."

"That's nice, George," said Mother, and never mentioned the matter again.

Maria Eastman had no urge to reign as a social queen, though her son would have liked her to. He bought her a carriage, a pair of spirited horses and hired a coachman to drive her out on calls. She often used it to meet George at his office after work. In her very late years she confided to her nurse that her son's money had come too late for her to enjoy it. She died in 1907 at the age of 85.

Before that Eastman was able to install her briefly as mistress of the biggest private house that Rochester had ever seen. He began building it in 1903 on a 10-acre plot at No. 350 (now 900) East Avenue. The cream-colored bricks for the exterior were made to Eastman's order, and he put in his own electric power plant. Inside there were 37 rooms and 12 baths, nine fireplaces, an interconnecting telephone system, a well-stocked wine cellar and a palm-filled conservatory.

The new home was formally opened with a banquet for men only on Oct. 7, 1905. Maria Eastman had broken her hip a few months before so Eastman made his first party a stag affair for 100 top Kodak officials. The menu was a printed book with gravure illustrations of his house and gardens. The first course listed was beluga caviar and vodka. The vodka failed to arrive in time but there was plenty of *bernkasteler Doktor*, kirschwasser punch and Pommery *sec*, which flowed so freely that the waiters were emptying bottles down their throats in the pantry. The nine courses also included clear bouillon with marrow, halibut timbales with truffle sauce, sweetbreads, tenderloin of beef with mushrooms, partridges, pumpkin pie, cheese and Nesselrode pudding. During the dinner a male quartet and organist rendered music and the guests were invited to join in singing. Afterward there was vaudeville, an "Illumination of the Gardens," and fireworks which came to a climax with the rise of an artificial full moon. The evening wound up with a mass singing of *Auld Lang Syne*.

This love feast was one of Eastman's ways of saying thanks to the large and talented organization he was building. He needed many good executives, for the researches of his chemists and engineers were opening some surprising new fields for expansion. In addition his company was running into trouble.

In 1899 Eastman had put in effect what were known as Kodak's "terms of sale" to dealers. This signed contract prevented any retailer who sold Kodak products from stocking the similar goods of a competitor. Eastman explained this policy by saying he had to protect the public from inferior and imitation goods. He could also show that Kodak's onward march had brought with it lower prices and better quality for the consumer. The first Kodak camera had sold for \$25 in 1888; 10 years later a much improved model cost \$5. In 1900 Eastman brought out what he then considered the last word in camera value: the \$1 Brownie, with rolls of film for only 15¢.

But a small army of photographers, dealers and unhappy competitors were sure that Eastman was violating the Sherman Antitrust Act "to protect trade and commerce against unlawful restraints and monopolies." About the time Eastman was having his housewarming the Hearst papers and others were in full cry against the "Kodak

Trust." Nothing much worse happened until 1913, after Woodrow Wilson became President. Then the government began an all-out trust-busting suit against Eastman and his company. On Aug. 24, 1915 Federal Judge John R. Hazel filed an opinion declaring Kodak had an illegal monopoly in certain branches of trade. He decreed that the company must be broken up, but he did not say just how.

This decision came on top of another painful blow to Eastman's pride and prestige. Way back in 1887 a retired clergyman named Hannibal Goodwin had applied for a U.S. patent on a "Photographic Pellicle and Process of Producing Same." Pellicle was a technical word for film, and Goodwin's application was filed nearly two years before Eastman's hired chemist was able to produce good film. However, Goodwin never specified the exact nature of his formula, while Reichenbach was most detailed. Reichenbach obtained his patent almost immediately, but Goodwin's was held up for 11 years and rejected by five examiners. Finally, in 1898, he was granted a patent as the prior inventor of flexible film for cameras.

This thoroughly confused situation gave the lawyers a field day and Eastman an opportunity to make a costly mistake. Eastman could not believe the Goodwin patent was worth anything. When he was invited to pay a million dollars for it, he declined with contempt. Goodwin died and his rights were acquired by the Ansco Company. In 1913, after a decade of legal maneuvering, their suit against the Eastman Kodak Company came to trial before the same Judge Hazel who was to hear the antitrust suit. He decided that Kodak had infringed the Goodwin patent and a circuit court upheld his decision. Eastman thereupon ended the matter by paying \$5 million out of court.

His antitrust troubles turned out a little better. An appeal was still pending before the Supreme Court when the U.S. entered World War I. In 1918 the government postponed the case for reasons connected with the war. In 1921 the whole case was dropped after Kodak agreed to sell two plants and drop certain brands of equipment.

All through this trying period Eastman behaved with exemplary patience and tact. It was galling to him to have the government's lawyers tell him how to run his business. Besides, the tough policies he had followed were common in other industries at the time. In private letters he fumed about "the Socialistic trend of affairs" and described himself as an experimental "rabbit." But he never became a sorehead. After the war he turned back to the U.S. Treasury \$335,389.76 which represented Kodak's war contract profits, stating he did not want to make money on such work. Later when he was in Italy he stopped at an expensive shop

and ordered some Venetian glass which he wanted very much. The proprietor began explaining how he could make out the bill in a way which would save Eastman some duty charges. "You mean we can cheat the U.S. government out of all that money?" said Eastman coldly. "Never mind. The order is canceled."

In 1881, when Eastman made up his own payroll, his humbler employes got \$2, \$2.50 and \$3 a week. These rates increased slowly for Eastman did not believe, in the early years, in paying more wages than he had to. He was more interested in accumulating big surpluses to build more factories and paying big dividends to attract more capital. He was sternly opposed to labor unions and would never bargain with them.

But Eastman knew his workers had problems. In 1911, at his insistence, Kodak's directors set aside \$500,000 to start a permanent welfare fund. A year later he wrote his second largest stockholder: "I have been thinking over the matter of giving some recognition to our employes on account of our big earnings and have about come to the conclusion that the best thing we could do would be to declare a 'dividend on wages.' My proposition is to give each employe . . . a



EASTMAN'S ADORED MOTHER was photographed at 85 with his grandniece Ellen, grandnephew George Eastman Dryden.



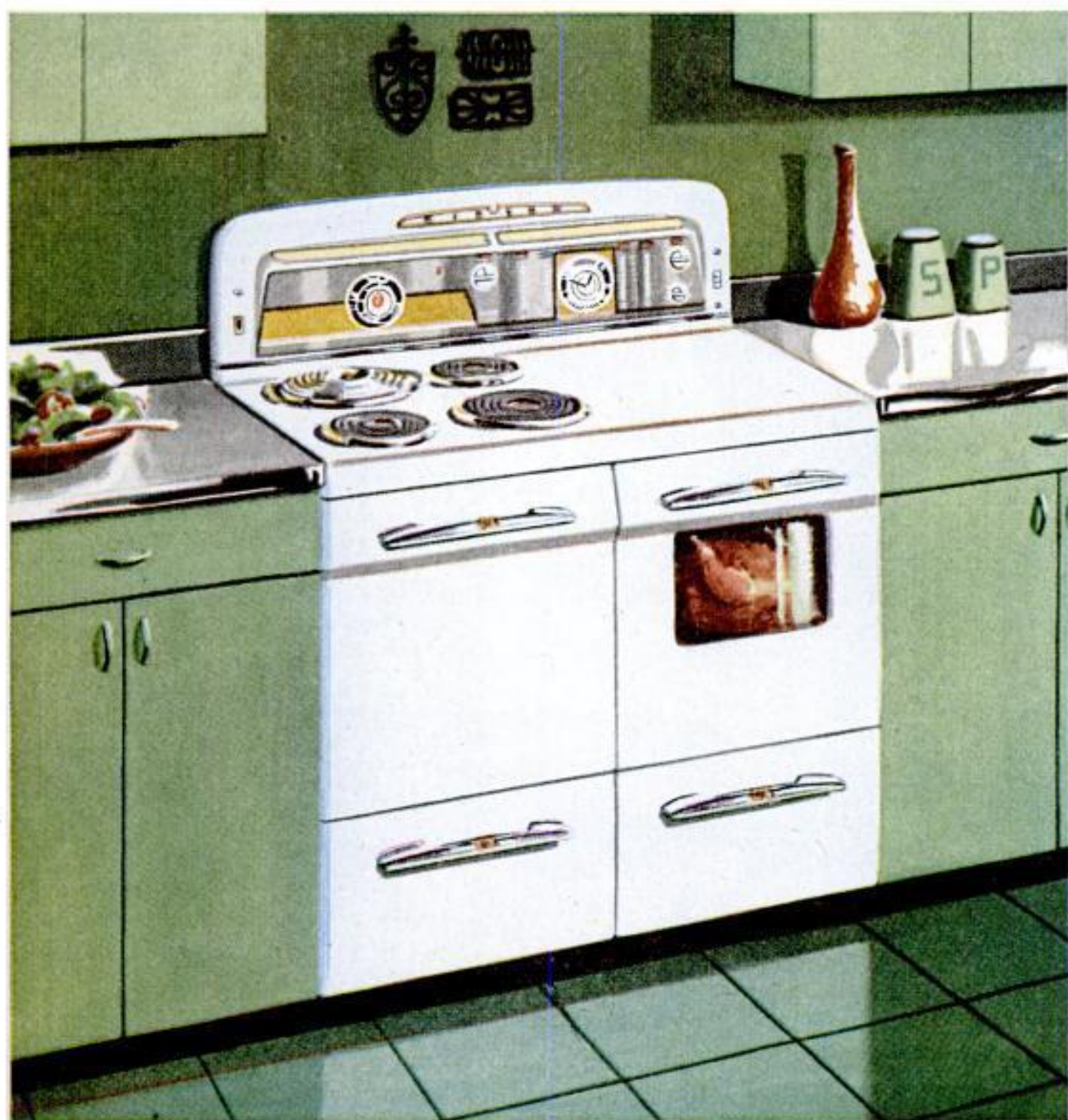


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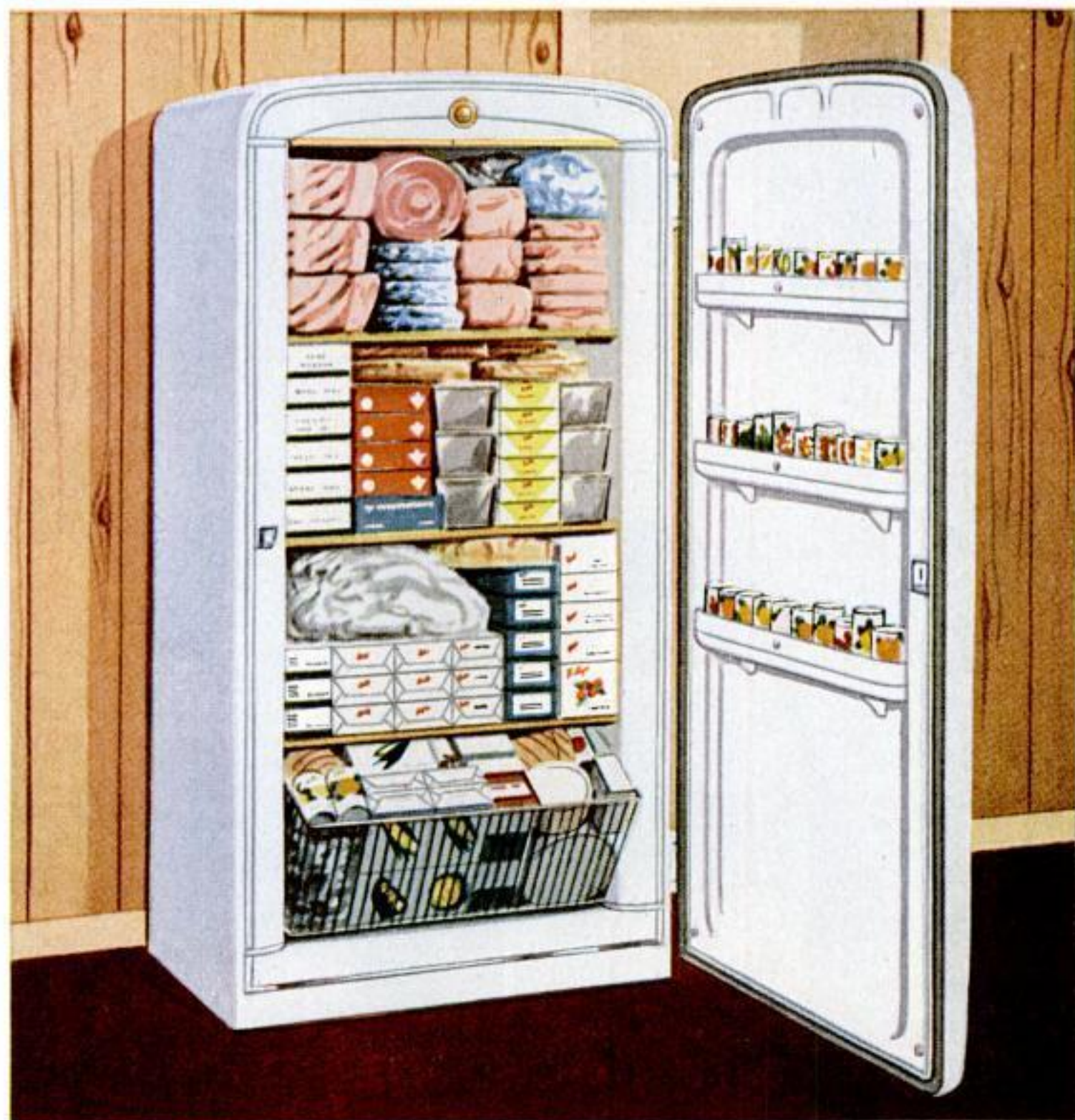


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**Moto-Mower's**

### **Magic WEED-TOPPER**

#### **Ends Hand Clipping of Lawn Weeds**

Cutting ahead of the reel blades, Moto-Mower's exclusive Weed-Topper attachment shears off dandelions, plantain, and other stubborn lawn weeds, to give you a carpet-smooth turf and automatic weed control. Ends recutting and hand clipping. Available on three Moto-Mower models. Ask your dealer for a demonstration.





# A Message to Folks Who are Going to Buy their First Power Mower this Spring

WHEN you go out to buy a power mower, you'll find dozens of brands and a variety of types and sizes from which to choose. In the following paragraphs we have tried to point out some of the important things to look for in selecting the one mower that's best for you.

Don't buy the cheapest mower you can find. A good mower should last for years, so spending a few dollars for extra quality, trouble-free operation and low up-keep is a good investment. Moto-Mower prices are in the middle—not the lowest, not the highest. When you buy a Moto-Mower you *do* get the most for your money!



## Some Mowers Cut Smoother

Any reel-type mower can be expected to cut smoother than a rotary. But there is also a big difference in the cutting job done by the different makes of reel-type mowers. Here's why: the angle at which the turning reel blades contact the lower blade is all-important in producing a really smooth-cut lawn. Wrong design can make a mower literally chew or tear the grass off. Moto-Mower's true "scissors" action cuts clean and smooth, just as if each blade of grass had been cut with a pair of keen-edged shears.



## Reel-type or Rotary?

There are two basic types of power mowers—each best suited to its specific use. The familiar reel-type mower has a revolving reel with spiral-shaped blades which contact a straight lower blade to form a shear. This reel-type shearing action does a clean, smooth job of mowing—and is best for the average lawn. The engine propels the mower as well as turning the reel.

The rotary mower has a single blade which turns at high speed and *whips* the grass off rather than actually *cutting* it. Advantages: mows taller grasses and weeds; cuts close to trees, shrubs, buildings, with minimum hand trimming. Good for sections with tough, coarse grasses, and where grass grows longer between mowings. Most rotary mowers are hand-propelled—the engine serves only to turn the rotating blade. Moto-Mower makes both reel and rotary types—each with outstanding features that assure smooth mowing, long life.



## How Light is "Light Weight"?

You will find some mowers with ultra lightweight pressed-steel or die-cast construction. Unfortunately, these *very* light machines may have a tendency to bounce over the lawn, resulting in a rough cut appearance; and of course this very light construction means a sacrifice of strength and durability. Moto-Mower believes in good, sound, malleable iron construction, heavy enough to "stay on the ground" and do a smooth, clean job of mowing; sturdy enough to stay in adjustment and take years of hardest use—yet light enough to be easily handled by anyone.



## Look for these Signs of Quality

The ability to do your mowing job, week-after-week for years—that's what we mean by "quality." It's made up of sound engineering, durable construction, precision workmanship, advanced features, and the know-how that comes only with years in the power mower business. Look for the *little* signs of quality that mean so much—exclusive patented roller bearings, heat-treated blades, pressure-lubrication, traction tread tires. You'll find them *all* in Moto-Mower. Yet these fine points of Moto-Mower quality cost no more.

Moto-Mower has been the Quality-Standard of the mower industry for 35 years. Use it as *your* standard of comparison when you buy your new mower. The Moto-Mower Company, Richmond, Indiana. Subsidiary of Detroit Harvester Co.



## What Size—What Price?

Power mowers come in a wide range of sizes. Moto-Mower offers ten models in cutting widths from 16" to 22"—larger for golf courses, parks, and cemeteries. For the average lawn, pick the 18" or 20" widths. For larger lawns the 22" size will be a time-saver. Buy the smallest mower that will handle your specific mowing job; it will be easier to handle—and it will cost less.



## Quick-starting is Important

Make sure your mower is powered by an engine with a reputation for easy starting. Moto-Mower uses the product of two manufacturers who have built millions of engines for power lawn mowers—Briggs & Stratton, and Clinton. These famous engines have proven through years of use that they start quick—and keep running. Moto-Mower uses only 4-cycle engines—they run on ordinary gasoline, require no pre-mixing of gasoline and oil. For a few dollars extra, Moto-Mower models can be had with recoil starters, which save time and make starting almost automatic.



# MOTO-MOWER

*Backed by 35 Years of Quality Leadership*





## How to keep up with kids

(Whose shoes can't keep out of mischief!)

If Junior snags his pants on those stilts...

Or Joan comes home with a tear in her dress...

All we can offer is a sympathetic parental nod. But for those mercilessly beat up little shoes, you've got more than our sympathy. We can revive your hope (and any scuffed-up pair) with that wonderful new Dress Parade Liquid Stain Shoe Polish.

Wonderful, did we say? Well why not? You don't have to buff or brush Dress Parade. It dries to a gleaming shine all by itself. Covers every scuff mark, too.

And because it waterproofs, leather sheds water like a duck's back.

So if you want to keep up with the kids, make sure you keep up your supply of Dress Parade Liquid Stain Shoe Polish!



25¢

The handy applicator keeps kids' fingers clean and the bottle has a wide non-tip base.

# DRESS PARADE STAIN SHOE POLISH



It's cheery



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IMPORTED FROM DENMARK

This tart-sweet cherry wine specialty will intrigue your palate and delight your guests... at parties, after dinner, any time.

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Tomatoes 'n peppers  
pickles 'n spice,  
Simmered together  
'n blended just nice.  
Soon as you taste it  
You'll love it because  
it's the  
**real home-made kind!**

# Bennett's Chili Sauce

M-mm! mouth-watering  
flavor-magic on meats,  
poultry, sea food...  
and in cookery too!

**-Betcha!**

say Bennett's is as good  
as any "home-made"  
chili sauce you've tasted.  
If not—send us the  
neck-label and we'll  
return retail price  
plus your postage.

Guaranteed by  
Good Housekeeping  
NOT AS ADVERTISED THEREIN



## EASTMAN CONTINUED

2% dividend on his wages during the five years preceding the first of January, 1912. . . . It will take between \$400,000 and \$500,000 to do this. I do not really see anything else to do. Our earnings for last year are going to be more than \$11,500,000 and if we do not begin to devise some way of using the money the shareholders will begin to kick at having such big dividends crowded on them. . . ."

Eastman was of course joking in his last remark but his wage dividend plan was serious and became an important innovation in the field of industrial relations. It gave each employee a financial stake in the prosperity of the company without the risk of buying stock. Today Kodak's annual wage dividend payment is the big financial event of the year in Rochester. For 1953 it was almost \$25 million, about half as much as the company's net profits.

In 1919 Eastman again sought to bolster the loyalty of his employees by offering them 10,000 shares of his own Kodak stock at par; the proceeds from this sale he donated to the company welfare fund. Kodak shares were then selling for more than \$600 on the market so the workers who bought them from Eastman for \$100 got a bargain, to say the least. Ten years later Eastman helped start one of the first company-wide retirement, insurance and disability plans with an initial fund of \$6.5 million, part from Kodak's treasury and part from the welfare fund.

His New England-bred conscience apparently compelled him to give away money. In 1912 he began loading multimillion-dollar checks on the Massachusetts Institute of Technology, which had produced some of his best executives. He directed that his name must not be revealed, so the president of M.I.T. credited his gifts to "Mr. Smith." The students made up a song, to the tune of *Marching Through Georgia*:

Hurrah! Hurrah! for Tech and Boston beans,

Hurrah! Hurrah! for "Smith," whoe'er that means. . . .

Eastman's secret was revealed in 1920. He kept on giving to M.I.T. until he reached \$19.5 million.

For the University of Rochester he built a handsome theater and School of Music, partly designed as a memorial to his mother, at the cost of \$17.5 million. He also gave \$4 million toward a medical school for the university, put \$9 million into his international dental clinics and endowed a chair of American studies at Oxford University. In 1924 he announced he was giving away almost all the Kodak stock he had left, to be divided among four educational institutions. The full amount of these gifts was not revealed at the time; the newspapers were told they were at least \$15 million. Actually they were close to \$30 million.

As Eastman put down the pen with which he signed away this fortune, he told a group around him, "Gentlemen, now I feel better."

### A housekeeping budget of \$100,000

EASTMAN's philanthropic orgies made no change whatever in the style of his personal life. Even after 1924 his income was well over a million dollars a year, which was quite adequate in those days. The 28 members of his household staff were supervised by a professional housekeeper who disbursed an annual budget of \$100,000. At Eastman's request she compiled monthly reports of the milk yielded by his five Jersey cows, of the butter churned from his cream, of the eggs laid by his 100 chickens, and even of the peaches which grew in his hothouses.

Two or three times a year he hired a private Pullman car, loaded it with guests, servants and barrels of lobsters and avocados, and went off to have fun at his 2,000-acre shooting preserve, Oak Lodge, in North Carolina. There he cooked many of the meals, for he considered himself a master chef and menu planner.

He was also an excellent shot. In 1926, aged 72, he bagged lions, buffalo and rhinoceros on an African safari. When it came time to go home Eastman was glum. "Back to the world of fraud and front," he sighed.

The remark showed that he was growing old. Sitting one day in his living room with a young woman guest, he announced he was glad he had no children. "If I deprived them of this they would hate me," he said, motioning around the room. "And if I shared it with them they would be no good."

His favorite relative, and almost his only close one, was his niece Ellen Dryden, who lived in Evanston, Ill. with her husband George and two attractive children. Eastman enjoyed their company and often spent Christmas with them. He took snapshots of the children and had them enlarged; when his grandniece was married he made a 16-mm. movie of the occasion. His last letter to Ellen appropriately enough was about some photographs.

The final act in Eastman's life was a dramatic one, as carefully

CONTINUED ON NEXT PAGE

## REJOICE !!

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Millions  
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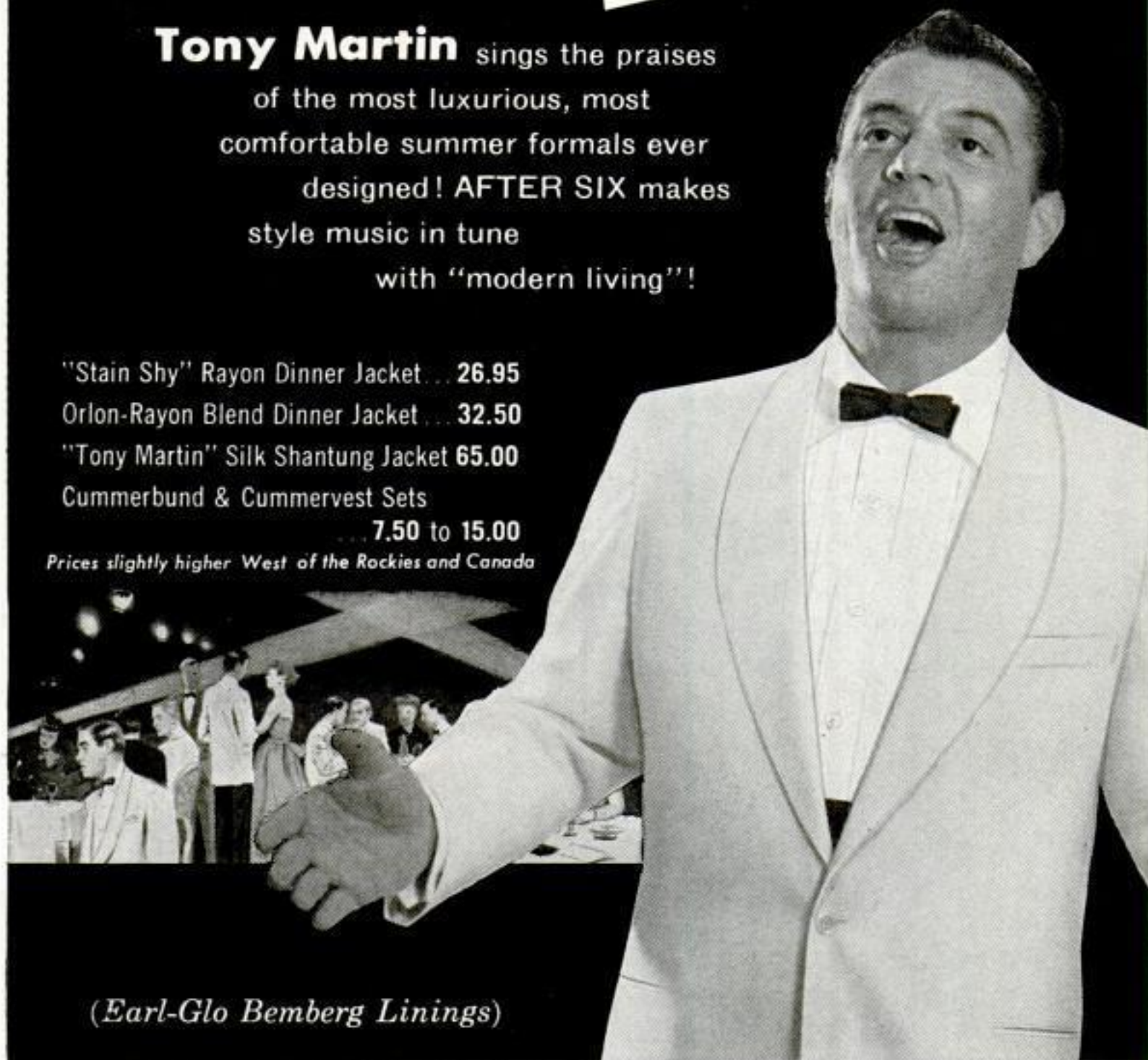
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"Stain Shy" Rayon Dinner Jacket... 26.95  
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Prices slightly higher West of the Rockies and Canada



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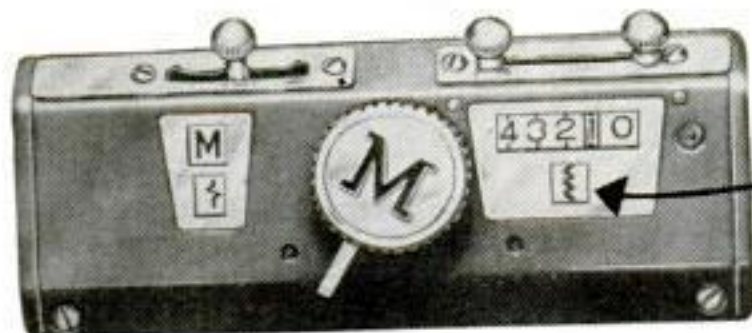
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ELIMINATES GUESSWORK WITH  
*THE FOTO ZIGZAG* Stitch



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**SEE the stitch BEFORE you sew!**

It's easy to sew like an expert with a MORSE SEWING MACHINE! Morse features let you sew forward, reverse, zigzag... embroider, blind-hem, darn, make buttonholes, and sew on buttons... ALL WITHOUT ATTACHMENTS!

See the miracle of the MORSE FOTO-MATIC... the ONLY sewing machine that pictures your stitch on a screen... BEFORE you start to sew! There's a MORSE machine that's just right for YOUR HOME... YOUR BUDGET. Six great models to choose from... in a wide range of decorator-designed cabinets.

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Send for free illustrated booklet (L) and name of nearest dealer for free home demonstration.

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ON FISHING TRIP to Canada in 1912, Eastman (center) cheerfully does KP duty. Camping, hunting and cooking were among his favorite pastimes.

## EASTMAN CONTINUED

planned and executed as any of his business coups. In his old age he often argued that a useless human being had no right to live. On one of his African trips he heard of a tribe which put its defective children and incurable old folks out for the leopards to eat. "They have the right idea," he told a friend.

About the time his mother died, Eastman began carrying around in his pocket two small books which bear the marks of much handling and reading. One was written by a famous Roman emperor, the other by a former Roman slave. In Eastman's copy of the *Meditations of Marcus Aurelius* there is still a marker which opens the book to this statement: "The art of life is more like the wrestler's art than the dancer's, in respect of this, that it should stand ready and firm to meet onsets which are sudden and unexpected."

Elsewhere there is one of Eastman's green pencil marks alongside this passage: "Short then is the time which every man lives, and small the nook of the earth where he lives; and short too the longest posthumous fame. . . ."

The second book was Eastman's favorite: it is the *Sayings and Maxims of Epictetus*. On its flyleaf is copied a quotation which he must have read many times:

Conduct me, Zeus, and thou, O Destiny,  
Wherever your decrees have fixed my lot,  
I follow cheerfully; and did I not,  
Wicked and wretched, I must follow still.

The writings of the great Roman Stoics contained the essence of Eastman's mature attitude toward life. They belittled wealth and fame, and offered no hope of a personal immortality. They were fatalists but insisted on the highest standards of ethical conduct. They counseled courage, an even temper and a sense of duty toward one's fellow men.

## 'Just where is my heart?'

LATE in 1930, aged 76, Eastman began to suffer from a hardening of the cells in the lower spinal cord. The first signs were unsteadiness on his feet and a slower, dragging walk. This was quite pronounced on his last visits to his office, where he had to lean against the walls as he made his way to the elevator. Once the president of the Canadian Kodak Company came across Eastman shuffling along this way and his eyes filled with tears.

In 1931 the disease began to affect the nerves leading to vital organs. Specialists came from the Mayo Clinic and the Strong Memorial Hospital. Eastman asked his own physician, Dr. Audley D. Stewart, if the disease would clear up or get worse. He was told it was progressive and any change for the better was unlikely. One day he said abruptly, "Audley, you're always fooling around with that stethoscope. Just where is my heart?" The doctor pointed, and Eastman said, "Outline it for me." Dr. Stewart did so by thumping professionally with his fingers.

By the beginning of March 1932 Eastman had made up his mind, but first he wanted to revise his will. He still had about \$8 million in cash and more than \$14 million in high-grade bonds and stocks. He decided to leave almost all of this to the University of Rochester, eliminating Cornell and M.I.T. from an earlier version. His house

CONTINUED ON PAGE 168





"A creeper's a small matter?" Not this baby's!



It takes combed, mercerized, matchless  
Durene cotton yarn to lavish babies with:  
Smooth, delightful next-to-skin feel  
Thirsty, healthy, extra absorbency  
Wonderful shrink and stretch resistance  
Good looks through countless launderings  
Astonishing wearing qualities  
...plus special, uniform Quality  
Control from yarn to finished garment.

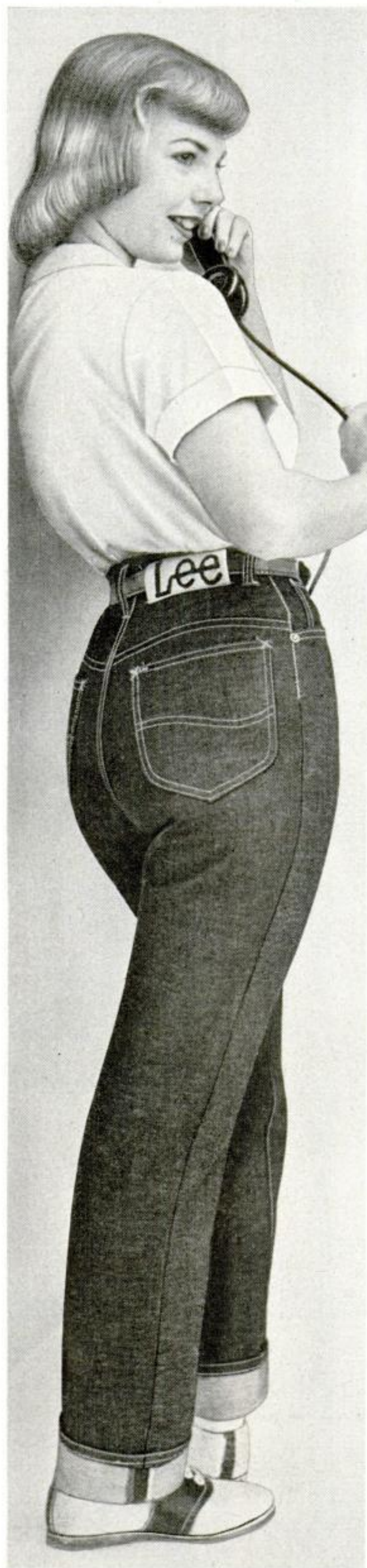
On creepers, socks, shirts, underwear,  
always look for the word "Durene."  
It's written on labels like this

→ **Durene\***

\*T.M.-REG.-U.S.PAT.OFF. FOR MERCERIZED COTTON YARN THAT MEETS DURENE QUALITY STANDARDS. DURENE ASS'N OF AMERICA, 350 5TH AVE., N.Y.



## TOP BLUE JEANS STYLE...



### The Lee Rider look

It's the way you'll look in trim, Sanforized Lee Riders. It's fit you must feel to believe. Why not find out? Slip on Lee Riders at your favorite store today. One try-on, and you'll never be satisfied with "just any jeans" again! For girls and women. The H. D. Lee Co., Kansas City, Mo.



COPYRIGHT 1954 — LOOK FOR THIS BRANDED LEATHER LABEL

## EASTMAN CONTINUED

also was to go to the university, as an official residence for its president. (It has since become a free museum of photography, with a movie theater attached.) Oak Lodge would go to Ellen Dryden, with \$200,000 outright, and \$100,000 trust funds for each of her children. This was the largest personal bequest.

The will was very long and revising it took several days. But Eastman was patient and even seemed more cheerful. While he waited he hid a revolver in a desk drawer in his bedroom. He had an extra one concealed behind some books nearby.

On Saturday, March 12 he went over his revised will with Milton K. Robinson, a Kodak lawyer who is now secretary of the company. He said he would sign it on Monday and he named the witnesses he wanted. They were Dr. Albert K. Chapman, Marion B. Folsom and Frank M. Crouch, all Kodak officials. (Dr. Chapman is now president of the company.)

George Dryden was in town that Saturday. He and some other guests joined Eastman in a festive luncheon with champagne. Then they went on a long and significant auto ride. With a chauffeur at the wheel they drove out around the new Genesee River campus of the university, which Eastman had done much to create, and past the big hospital that is named for his old partner Strong. Then they turned north and circled the works at Kodak Park, a great enclave of 116 buildings and 550 acres which is the major symbol of Eastman's industrial achievement.

Monday, March 14 was an icy winter day in Rochester. In Eastman's home it began as usual, with music from the pipe organ. Eastman was in his bedroom when the Kodak group arrived at 11:15. He helped place their chairs and joked, as he usually did, with his old friend Frank Crouch. His fountain pen gave him trouble as he started to sign the will, and Crouch suggested he could afford to buy a new one. "You shouldn't kick about that pen, you gave it to me," Eastman reminded him.

Eastman signed and the three witnesses followed. They left the room and Eastman's long-time secretary, Mrs. Alice Whitney Hutchison, came in. It was an old custom of Eastman's to give \$10 gold pieces to anyone who witnessed his signature. He mentioned this to his secretary and told her to go to the bank and get the money. As she went out the door he called, "Oh, Miss Whitney, get them \$20 gold pieces."

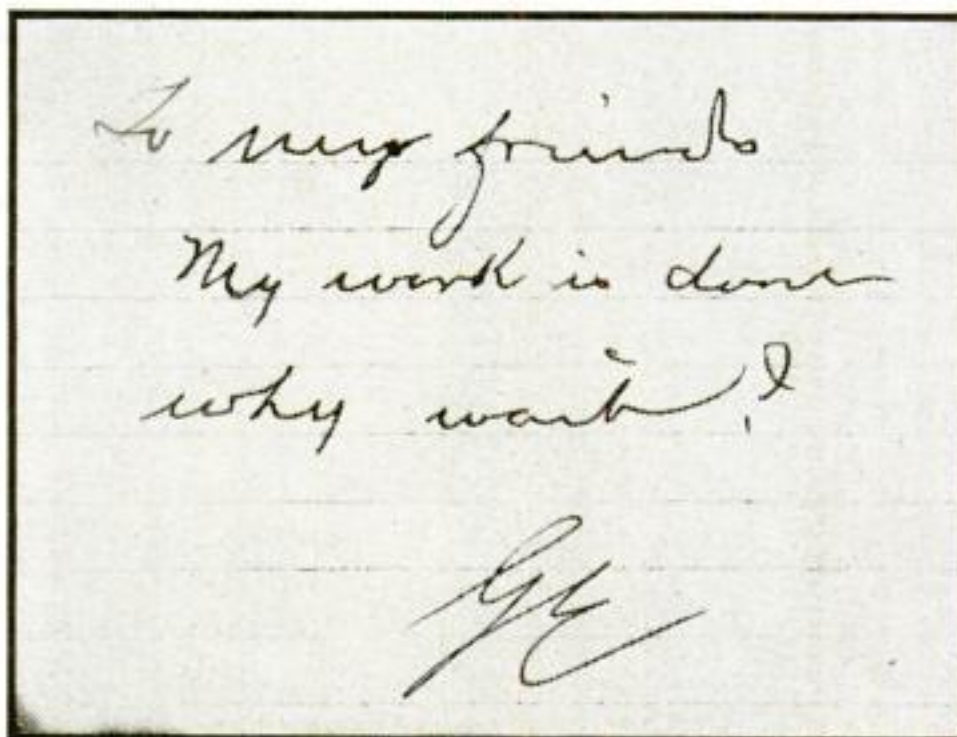
She thought about this and was worried; perhaps she had not heard right. She started back upstairs to check on the matter and met Eastman's nurse. They walked toward his room and the nurse partly opened the door. Eastman was standing with his back to them. He turned and seemed angry. "What is it?" he demanded.

"I just wanted to be sure, Mr. Eastman," explained his secretary. "Did you say \$20 gold pieces?"

Eastman almost laughed with relief. "That's right," he told her.

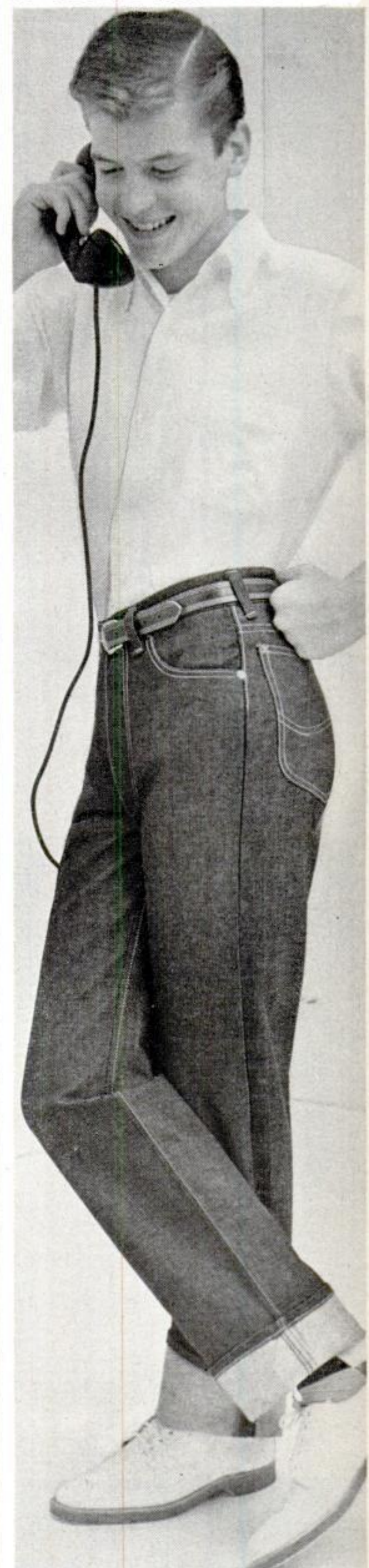
The women closed the door. Eastman had been smoking a cigaret in his usual black and gold holder. He put this in an ash tray, capped his pen, removed his glasses and lay down on the bed. He put a folded wet towel over his heart (apparently to prevent powder burns), turned the muzzle of a Luger automatic to the place where his doctor had outlined, and pulled the trigger. It was a few minutes after noon.

On his night table, beside the partly smoked cigaret, was a sheet of lined yellow paper on which he had written with his balky fountain pen. His last words—"To my friends My work is done Why wait? GE"—were printed in headlines all over the world. But there was something else on the table which no newspaper mentioned. It was his mother's sewing basket, with two of her gloves rolled up in little balls inside.



LAST WORDS written by Eastman were on table beside bed where he lay down and shot himself in 1932.

## AT SCHOOL ... AFTER SCHOOL



### Lee Riders "Belong"

To fellows who know, the "pretty good" fit of ordinary jeans can't compare with true western Lee Riders fit. They ride low on your hips, fit extra-snug on your legs. Sanforized Lee Riders won't shrink ... stay your size! For men and boys. The H. D. Lee Company, Kansas City, Mo.



COPYRIGHT 1954 — LOOK FOR THIS BRANDED LEATHER LABEL





*The Saving  
Touch!*



the  
**new**

**IBM**  
TRADE MARK

electric  
typewriter

**Actually takes 95.4% less energy to operate  
than a manual typewriter\***

Yes, thanks to IBM's great saving touch, *a whole hour's typing on this electric marvel requires less energy than 3 minutes on a manual!*\*

Known for 21 years as the world's finest typewriter, IBM now moves still farther ahead in results, performance, design . . . for this new model includes many important and exclusive features, many outstanding improvements!

Before you consider any other typewriter,

see the exciting new IBM Electric. Try IBM's saving touch. It makes typing a pleasure for you—saves time and money for your company.

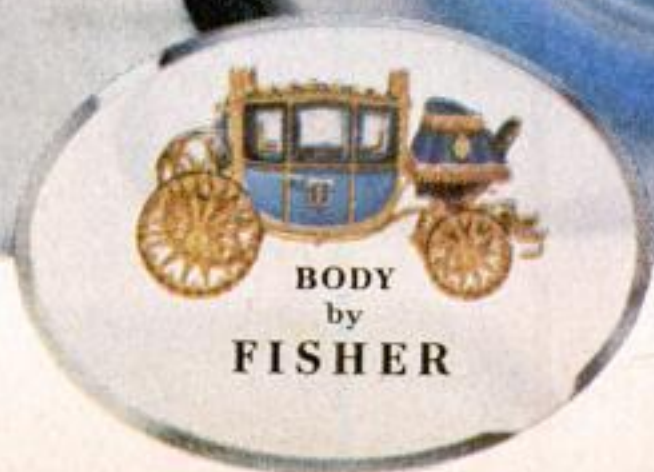
Write today for complete information to International Business Machines, Dept. A-1, 590 Madison Ave., New York 22, N. Y. In Canada: Don Mills Road, Toronto 6, Ont.

\*By actual mechanical measurements of inch ounces of energy for key, space bar, and carriage return operations.





*"Be careful . . . drive safely"*



**on**

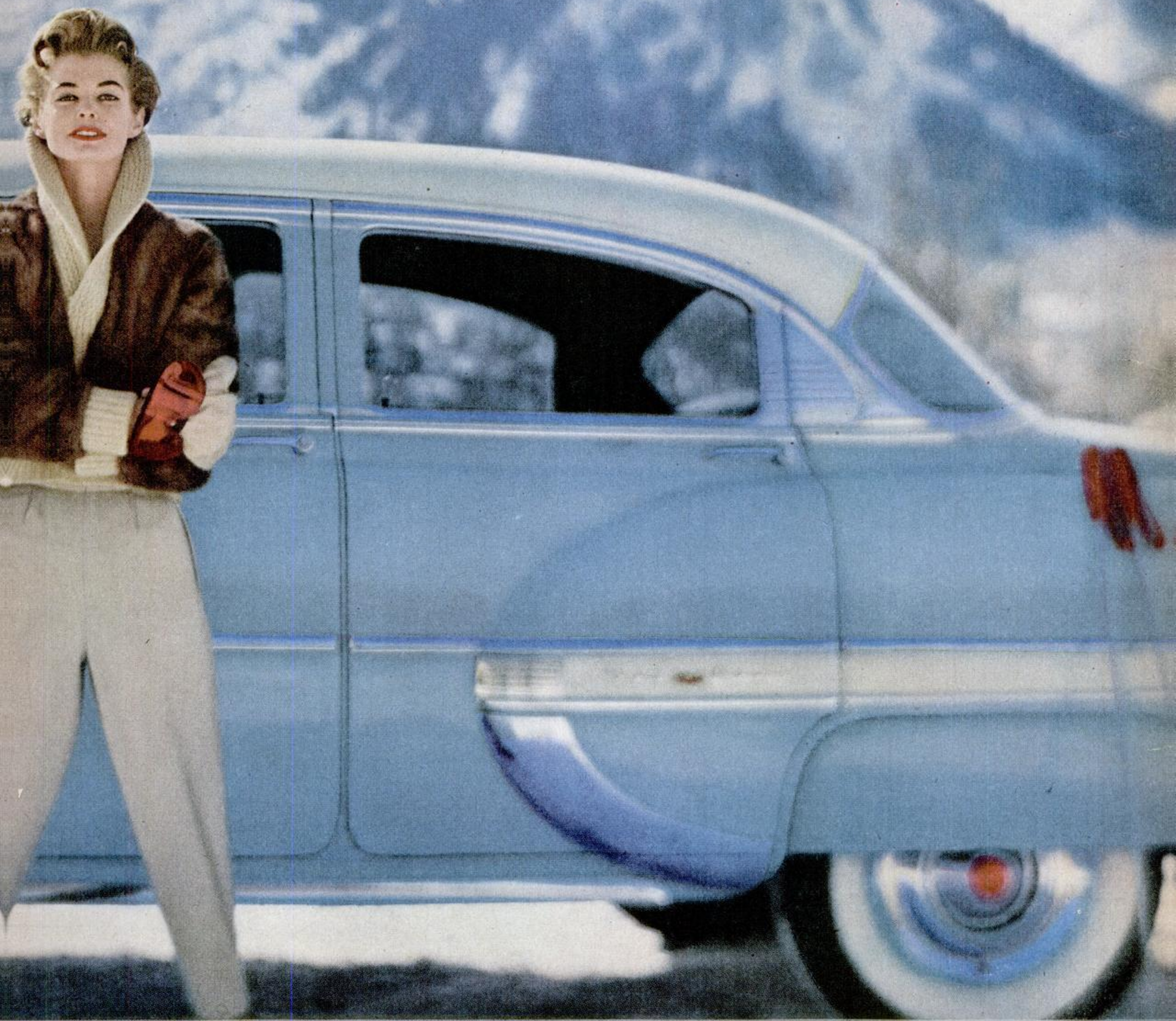


**cars only: CHEVROLET**



*Snow Scene by Aspen · Mink Ski Jacket by Maximilian · Bel Air by Chevrolet · Body by Fisher*

High style on the highways! Exclusively yours in Bodies by Fisher—whose solidness of structure and precision of fit attest the investment of new millions in improved construction techniques. For beauty that enchants, for value that endures—you're smart to choose a car with Body by Fisher.



**PONTIAC · OLDSMOBILE · BUICK · CADILLAC**



# Pepsi-Cola is the modern, the light refreshment



WHAT do they feed on, these modern people, that makes the men so trim-looking, keeps women so slender yet so vital, so youthful, year after year?

The answer is all in their modern, sensible diet. In their taste for lighter, less filling foods and beverages.

Pepsi-Cola's greatest pride is that it has steadily followed this trend. Today's Pepsi

is light, dry (not too sweet), reduced in calories.

Pepsi-Cola is the modern, the light refreshment. More popular now than ever because it refreshes without filling.

It comes in the familiar economy bottle that serves two people, and in the smaller, single-drink bottle, just right for one.

Refresh without filling. Have a Pepsi.

## Pepsi-Cola refreshes without filling





# ANIMAL PICTURE TEST

## Scientist shows beasts can be fooled by photos

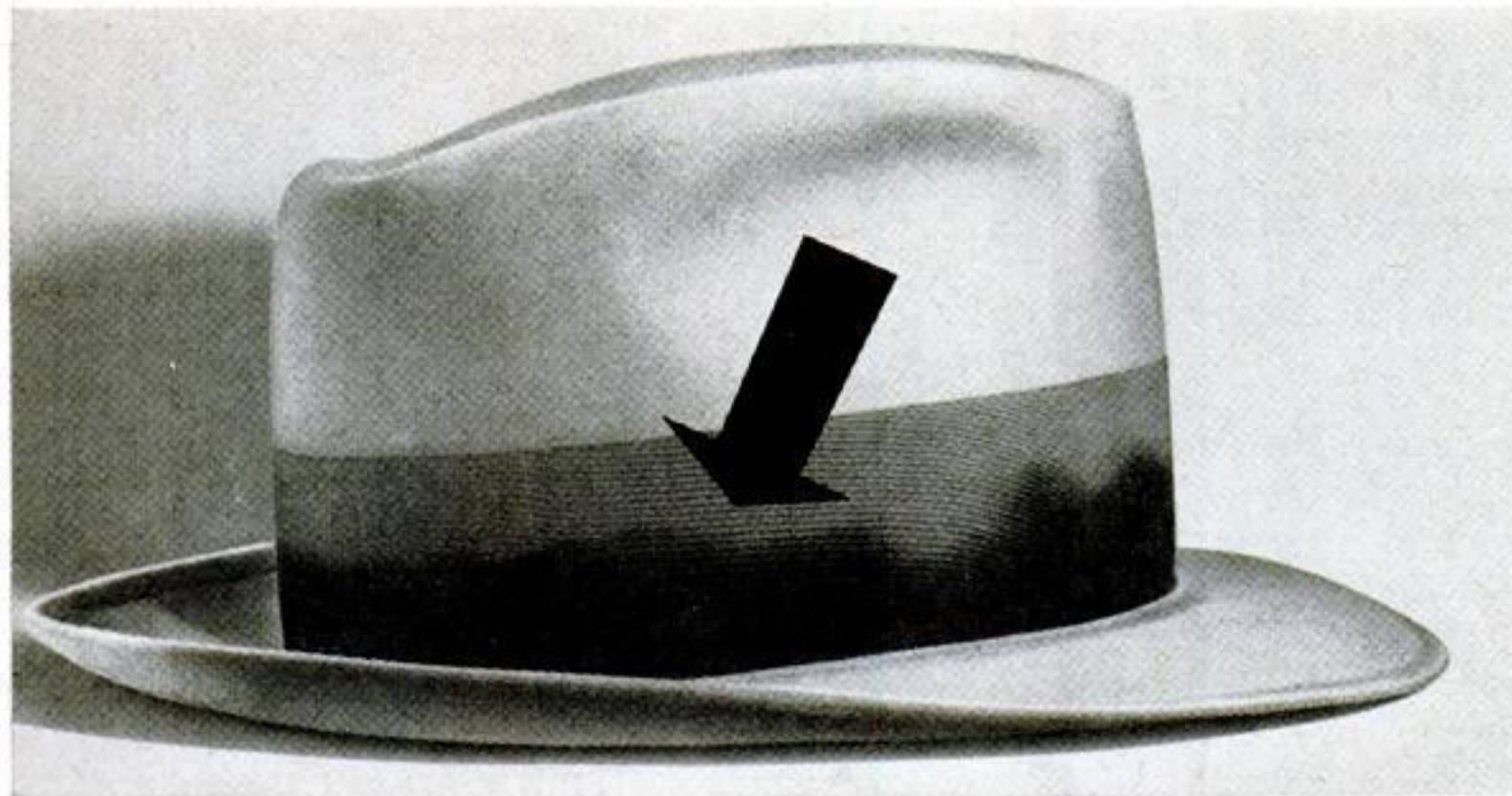
Everybody knows that ducks can be lured by decoys and crows driven off by scarecrows. But the gullibility of animals had not received much scientific study until Dr. Bernhard Grzimek, director of the Frankfurt Zoo, started exposing his charges to fake animals and pictures of animals. Elephants, Dr. Grzimek found, are indifferent to pictures of themselves, but chimpanzees are demonstrative (*below*). Horses get friendly with photographs and even stylized drawings of horses, though they ignore the pictures of dogs. Dr. Grzimek is not sure what all this will lead to, but the experiment on page 176 seems to prove it is a wise zebra that knows its own keeper if he is dressed up in striped coat and baggy pants to match.

**FACE TO FACE** with a life-sized photograph of herself (*left*) and a friend named Uschi, Kathrin, a female chimpanzee, is momentarily taken aback.



**CONFUSED CHIMP**  
Kathrin, completely taken in by picture, tries to plant a kiss on Uschi's muzzle as she grasps own shoulder with left paw.





Wives: Make him a gift of this amazing new hair preparation that *ends* this problem!

## Revolutionary new hair dressing *won't grease-stain your hat!*

**AT LAST!** A dressing that keeps hair *naturally* neat all day—and *no slicked-down look* . . . *no unsightly grease stains* to ruin hats, pillows, backs of chairs! It's new Beau Kreml! Amazing spreading action, too! Beau Kreml is easy to comb in, so easy to wash out. Rinses off comb in tap water! Get a long-lasting bottle—only 69¢.



**"Sure keeps hair naturally controlled!"**

Says John Steffes, Grand Rapids, Mich. "New Beau Kreml doesn't gum up my comb or leave oil smudge on my chair, either!"



# Free!

YOUR  
**New Brunswick**  
CANADA  
Holiday Kit!



Here's all you need to plan a wonderful vacation—a map, how to go, what to see, where to stay, where to fish—all in one picture-packed New Brunswick Holiday Kit—and it's yours, free! With this complete guide you can have all the fun **RIGHT NOW** of planning your vacation trip in New Brunswick. Mail the coupon while you think of it—today!

**NEW BRUNSWICK IS RAGWEED CONTROLLED**

New Brunswick Travel Bureau  
Fredericton, New Brunswick, Canada

Please send my free New Brunswick Holiday Kit.

Name .....

Address .....

City ..... State .....

A  
NAME TO  
REMEMBER  
.....

**HAMPTON HEATH**

Nationally famous quality in  
• suits • slacks  
• sportscoats

**GOLDSMITH CLOTHING CO. • St. Louis**



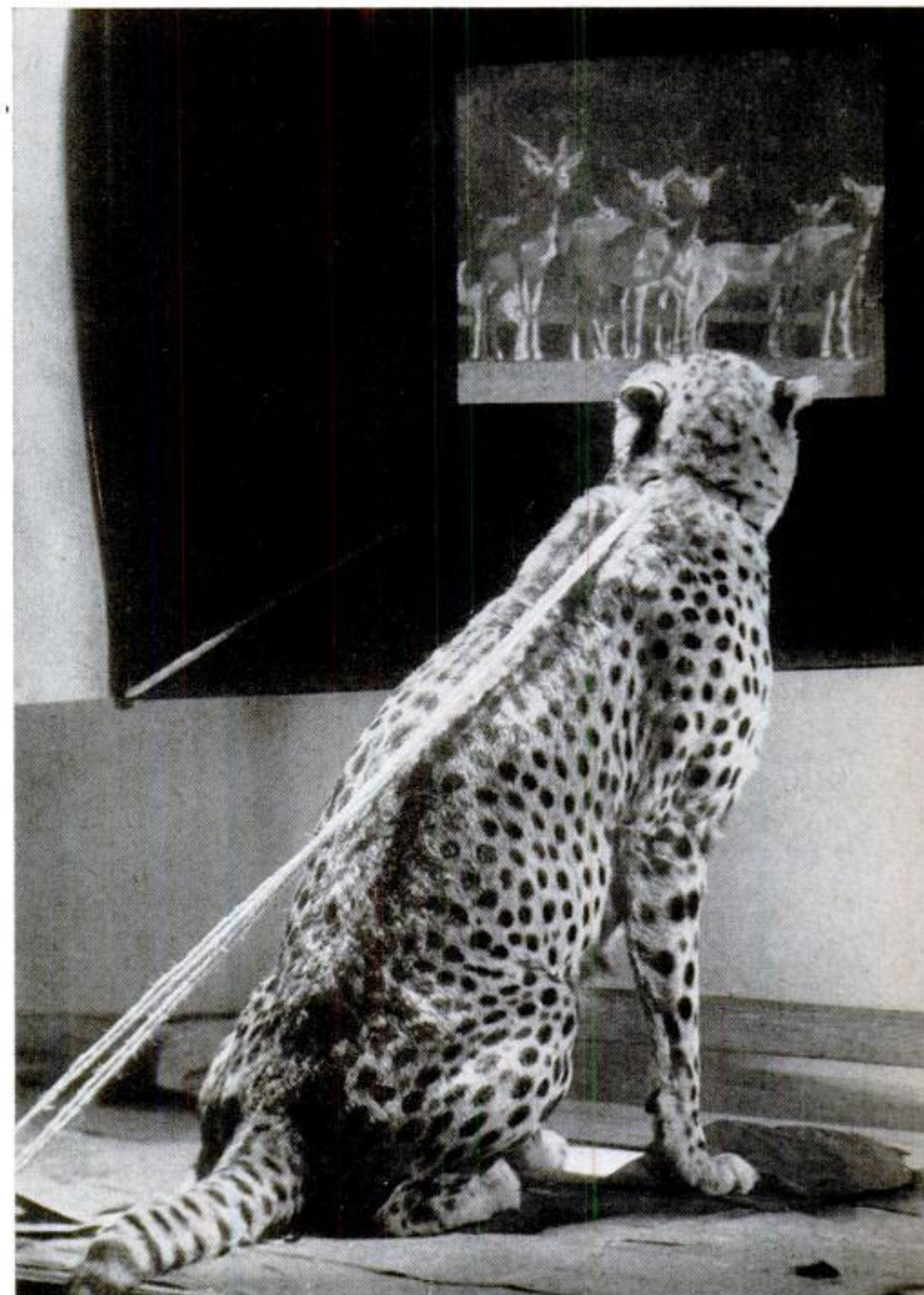
the seat of  
good housekeeping

For sale by your plumber

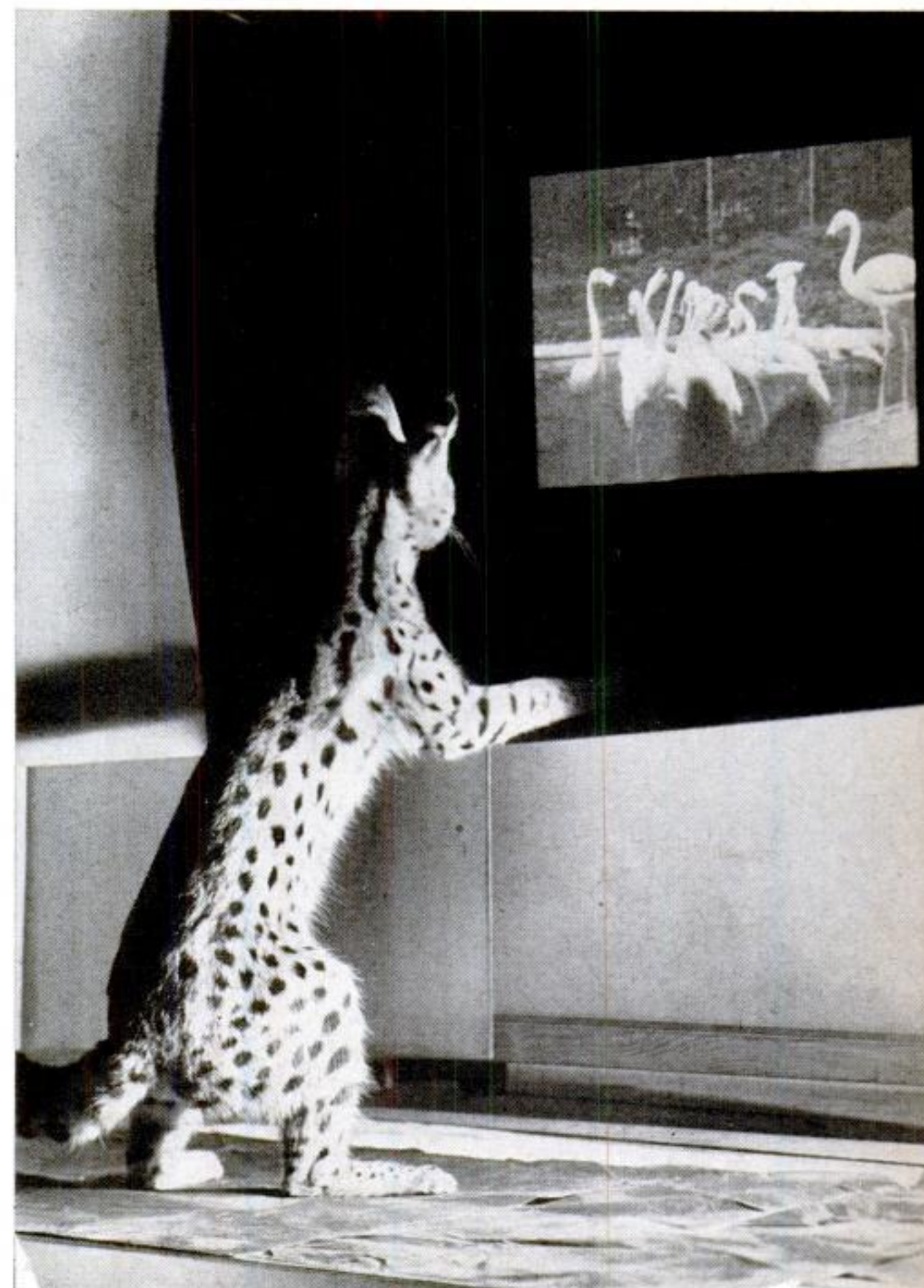
**STANDARD TANK & SEAT COMPANY**

© S.T. & S.CO

## Animal Picture Test CONTINUED



**GROWLING AT ANTELOPE** being shown in a travel movie, a cheetah has to be restrained with heavy cords after it attempted to attack the screen.



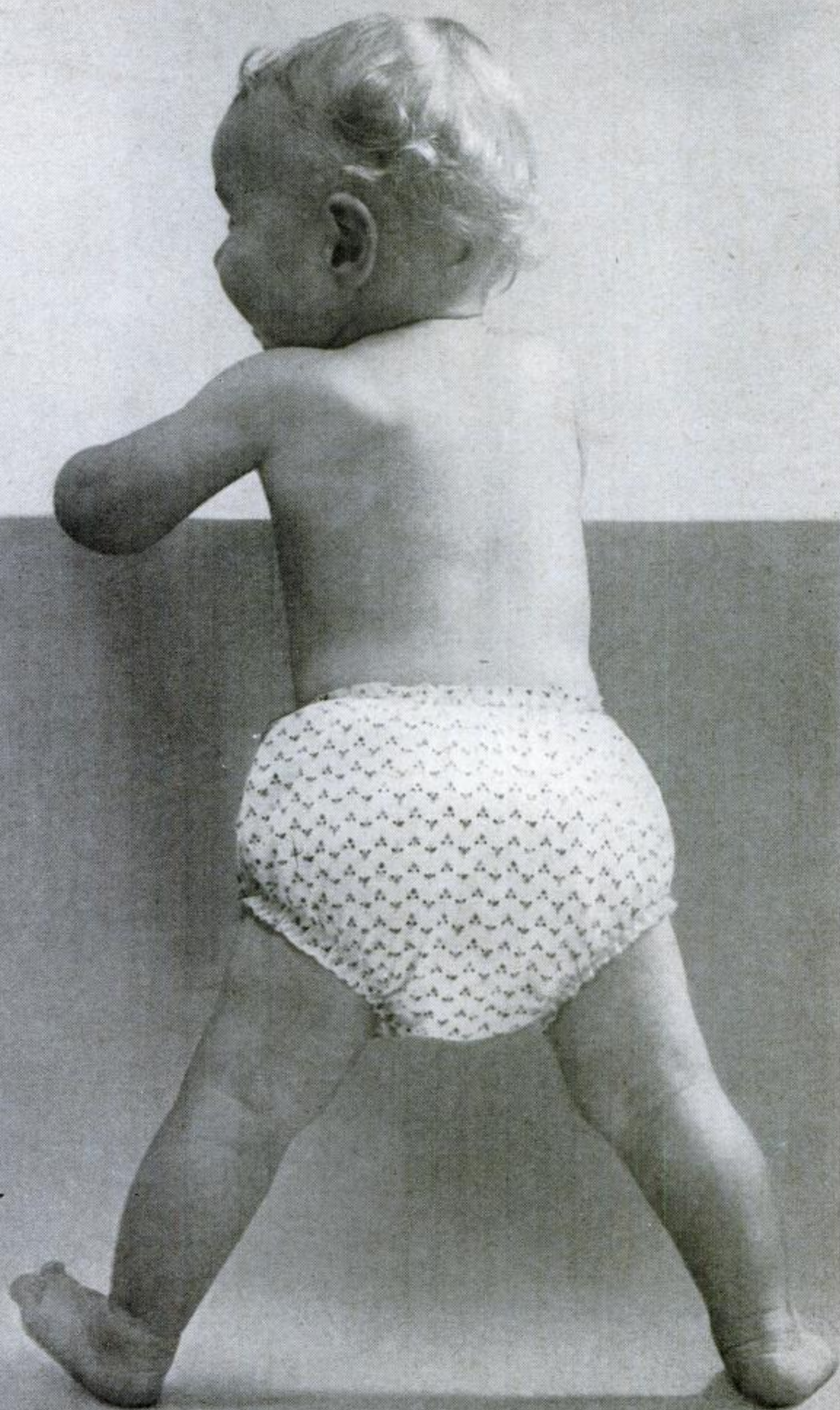
**EXCITED BY FLAMINGOS**, a spotted African serval puts its forepaws on ramp leading to the screen. Later it reached out and tried to catch the birds.

[CONTINUED ON PAGE 176](#)



*Meet the world's feather-weight champ...*

# Softex



*lightest weight of all leading wetproof baby pants\*!*

*Softex Pants tip the scale at less than an ounce! Yet they're guaranteed to be wetproof.*

**"WASHING MACHINE WASHABLE!"**

*You can toss them in the machine with baby's laundry and pure soap flakes or powder!*

**WON'T CRACK, PEEL OR STIFFEN ...no matter how often you suds them.**

**ACID-PROOF, ALLERGY-FREE, RUBBER-FREE!**

*Yes, Softex, Kleinert's wonder fabric, is wetproof without rubber! Helps prevent diaper rash and chafing. Can't rub, stick to, or overheat baby's derriere.*

*Softex pants come in white and a range of baby colors at \$1. In fetching new designs, \$1.25.*

*Confetti dots (shown at right), sheer nylon lined with plastic. Small, medium, large, extra-large, \$1.98.*

*\*Lightest weight of all leading brands tested.*



**Kleinert's** Softex Baby Pants





Poke holes with the Feralon "Poker"      Jet feed Feralon to the roots

**FERALON** is an organic powder and a completely new concept in house plant feeding and soil conditioning. For African Violets and all other plants, root feeding gives quick and lasting results almost immediately . . . and only Feralon can be used this way. Feralon cannot burn. Thousands of satisfied users are telling their friends about the remarkable results they have had through feeding Feralon to their plants.

Feralon is simple to use too . . . just poke a few holes down to the roots of your favorite plants with the "Poker" (furnished free), inject a squeeze or two from the jet action dispenser and cover with soil. You'll be both delighted and amazed at the beautiful blooms your plants will grow. Satisfaction is completely guaranteed.



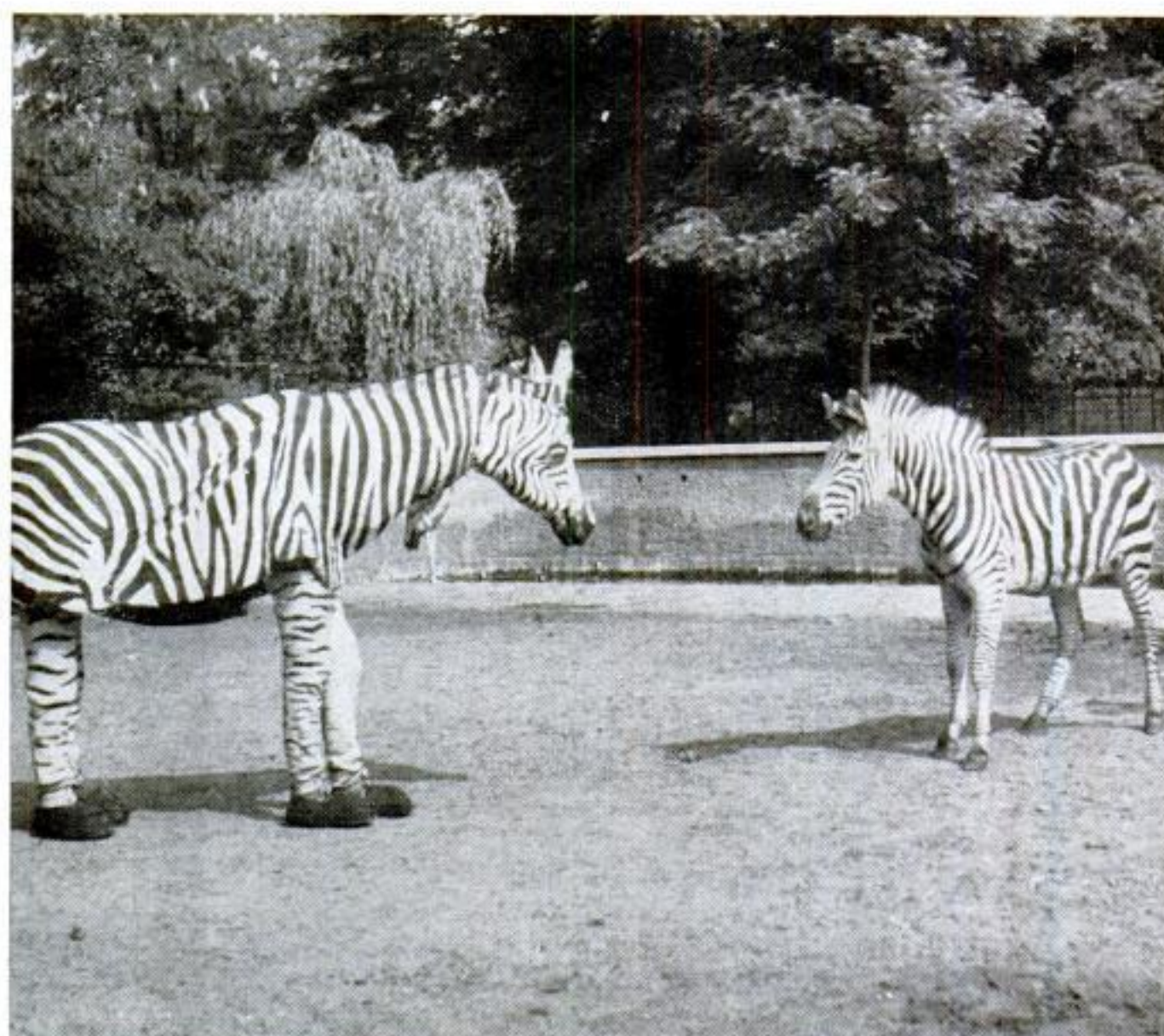
Feralon is on sale at most Woolworth Stores, leading Chain Drug Stores and other 5 & 10¢ variety, food, hardware and seed stores, and florist shops. Price is only 89¢ (100 applications). Try Feralon today or mail the coupon at once if your local store cannot supply you.

Feralon, Oswego, N. Y.  
In Canada  
Box 33—Deseranto, Ont.

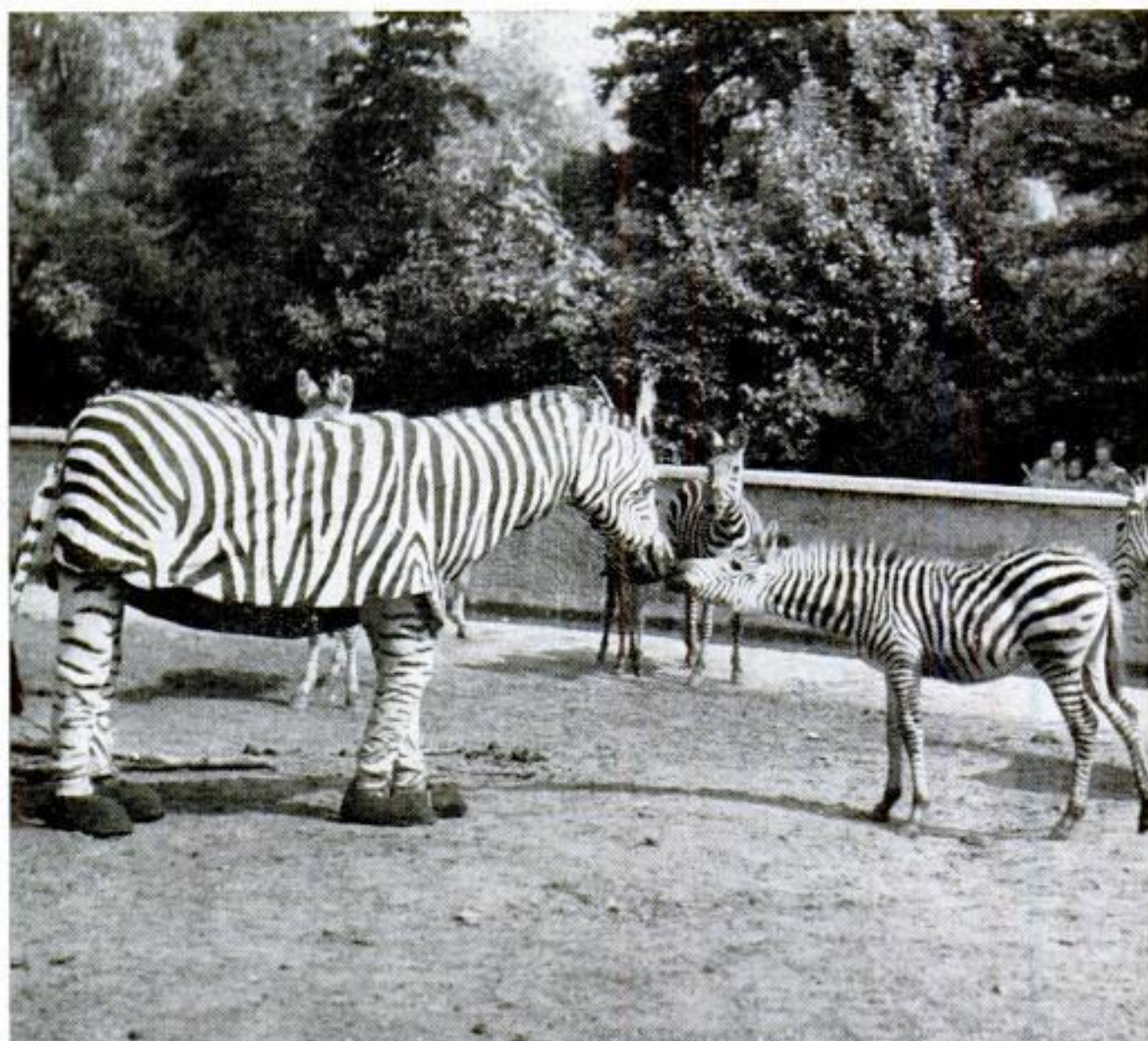
My 5 & 10 variety store doesn't have Feralon in stock at the present time. So please send full size bottles postpaid, at \$1.00 each. Subject to guarantee of satisfaction.

Enclosed \$ \_\_\_\_\_  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
The store that should carry Feralon in my community is \_\_\_\_\_  
Address \_\_\_\_\_

## Animal Picture Test CONTINUED



**IMPERSONATING ZEBRA**, zoo keepers in cloth zebra skin and leggings attract real zebra which pricks ears forward just as it does meeting its own kind.



**GREETING NEW FRIEND**, the real zebra, still very much impressed by the appearance of the baggy impostor, tentatively offers to touch noses with it.



**CATCHING ON AT LAST**, zebra, which became frightened after it caught the scent of man, gallops quickly away, disturbing other members of the herd.



More men  
smoke  
mild, tasty

# Prince Albert

than  
any  
other  
smoking  
tobacco



R. J. Reynolds Tob. Co.,  
Winston-Salem, N. C.



to be sure of  
the whitest shoes  
you've ever worn!

At Leading Chain and Independent Stores  
in the United States and Canada  
Hollywood Shoe Polish, Inc., Richmond Hill 19, N. Y.



## "3-IN-ONE" OIL





Imperial is one of America's four largest-selling whiskies—and the best buy of them all. Other brands may cost you more, but they cannot give you more—for this expertly made Hiram Walker whiskey is every bit as great as its golden throne implies.

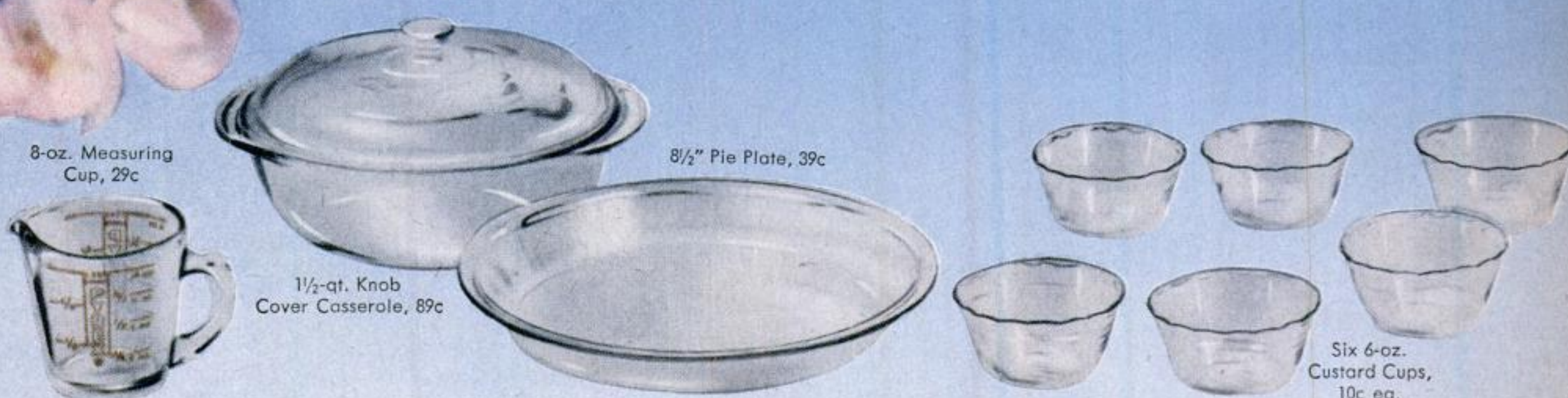
## Imperial—*Best Buy of the Big Four*

BLENDED WHISKEY • 86 PROOF • 70% GRAIN NEUTRAL SPIRITS • HIRAM WALKER & SONS INC., PEORIA, ILLINOIS



# PYREX<sup>®</sup>

*See the complete display of America's*



**PYREX** *Ovenware . . . America's First Choice For Oven Cooking!*



*Exciting **NEW PYREX** Dinnerware . . .  
16-Piece Setting For Four From Only \$6.95!*

● Smart new PYREX Dinnerware is beautiful enough for entertaining—sturdy enough for everyday family use! Your choice of four decorator colors. Only \$6.95 . . . with color borders banded in 22-carat gold, gift packaged, \$9.95. Other pieces in open stock are the new fruit-or-sauce dishes, soup-or-cereal bowls, bread-and-butter plates.



*Smart-Looking **PYREX** Flameware  
Is Sure To Please Any Cook You Know!*

● Crystal-clear, modern PYREX Flameware lets you see "what's cooking" . . . makes cooking surer and more fun! Lock-on covers and stay-cool handles make pouring safe and easy . . . handy hang-up rings save storage space.

There's only one **PYREX** BRAND Ware, a product of



# Gift Fair

*Favorite Gifts at leading stores everywhere*



8 1/4" Round Cake Dish, 59c

1 1/2-qt. Utility Dish, 69c

1 1/2 qt. Bread or Loaf Pan, 79c

All twelve sparkling, useful PYREX Ware pieces shown above and to left, plus 128-page "PYREX Prize Recipes" cookbook, in sturdy carton ready for gift wrapping—only \$4.95. See the many other PYREX Ovenware favorites—made exclusively for oven use.

*FOR PERFECT TASTE, give always-welcome gifts of modern PYREX Ware for Mother's Day, bridal showers and weddings! There's a wide and wonderful selection to choose from . . . Marvelous PYREX Ovenware . . . Exciting new PYREX Dinnerware with beauty that can't wear off . . . Gay new PYREX Bakingware for easy one-dish baking and serving . . . PYREX Flameware for top-of-range cooking . . . And many-use, multi-colored Mixing Bowl, Oven-and-Refrigerator Sets. So come to the PYREX GIFT FAIR for America's favorite gifts—smart-looking, modern PYREX Ware! You'll find it's priced from only 5¢ to \$9.95.*

*Newest Bakingware Arrivals!*



1 1/2-qt. Oblong Dish, \$1.15

1 1/2-qt. Deep Baking Dish, \$1.25

8-oz. Individual Casseroles, 65c ea. Set of Four, \$2.60



*What Woman Wouldn't Love*

**NEW PYREX Bakingware In Color!**

● Other PYREX Bakingware dishes in flamingo or lime, to match or harmonize with PYREX Dinnerware, include 8 1/2" shallow dish, 60¢; 8 1/4" round dish, 95¢; 8" square dish, \$1.25; 2-qt. covered bowl casserole, \$1.50; 2-qt. oblong dish, \$1.35.



Oven-and-Refrigerator Set

Color Bowl Set

*Or Surprise Her With These*

*Gay, Colorful **PYREX** Ware Sets!*

● The Oven-and-Refrigerator Set—for baking, serving and storing—is only \$3.25! The Color Bowl Set—for mixing, baking, serving and storing—is only \$3.50!

Corning Glass Works, Corning, N.Y.

VISIT THE CORNING GLASS CENTER, CORNING, N. Y.  
"PYREX" is a registered trade-mark in the U. S. of Corning Glass Works, Corning, N. Y.



# PERFECT RICE WITHOUT COOKING

Just add  
to boiling water  
for perfect rice  
every time!

**MINUTE**  
BRAND  
**RICE**  
**PRE-COOKED**  
PERFECT  
EVERY  
TIME



**No washing! No rinsing!**

**No draining! No steaming!**

Prove it to yourself. Add Minute Rice to boiling water—and see how every grain swells up plump and separate, tender and delicious. This amazing pre-cooked rice comes out snowy and fluffy for *sure*—you simply can't go wrong! No boiling over. No watching. No sticky pans. And Minute Rice, is thrifty, too. Be sure to get the big economy package!

**Wonderful Eating! Wonderfully Easy!**  
**MINUTE RICE WITH FRIED CHICKEN**

Fry the chicken, then add glamour to the gravy with butter-browned slivers of almond. You can fix this "extra," while your Minute Rice fixes itself! For 4—merely add  $1\frac{1}{2}$  cups Minute Rice and  $\frac{1}{2}$  teaspoon salt to  $1\frac{1}{2}$  cups boiling water. Cover, remove from heat, and let stand 13 minutes. That's all!

Minute Rice is easier to fix than any vegetable—and the kids really go for it! Wonderful with fish, meat, poultry—in soups, casseroles, desserts. Look for marvelous, made-in-minutes recipes on every Minute Rice package.

Product of General Foods

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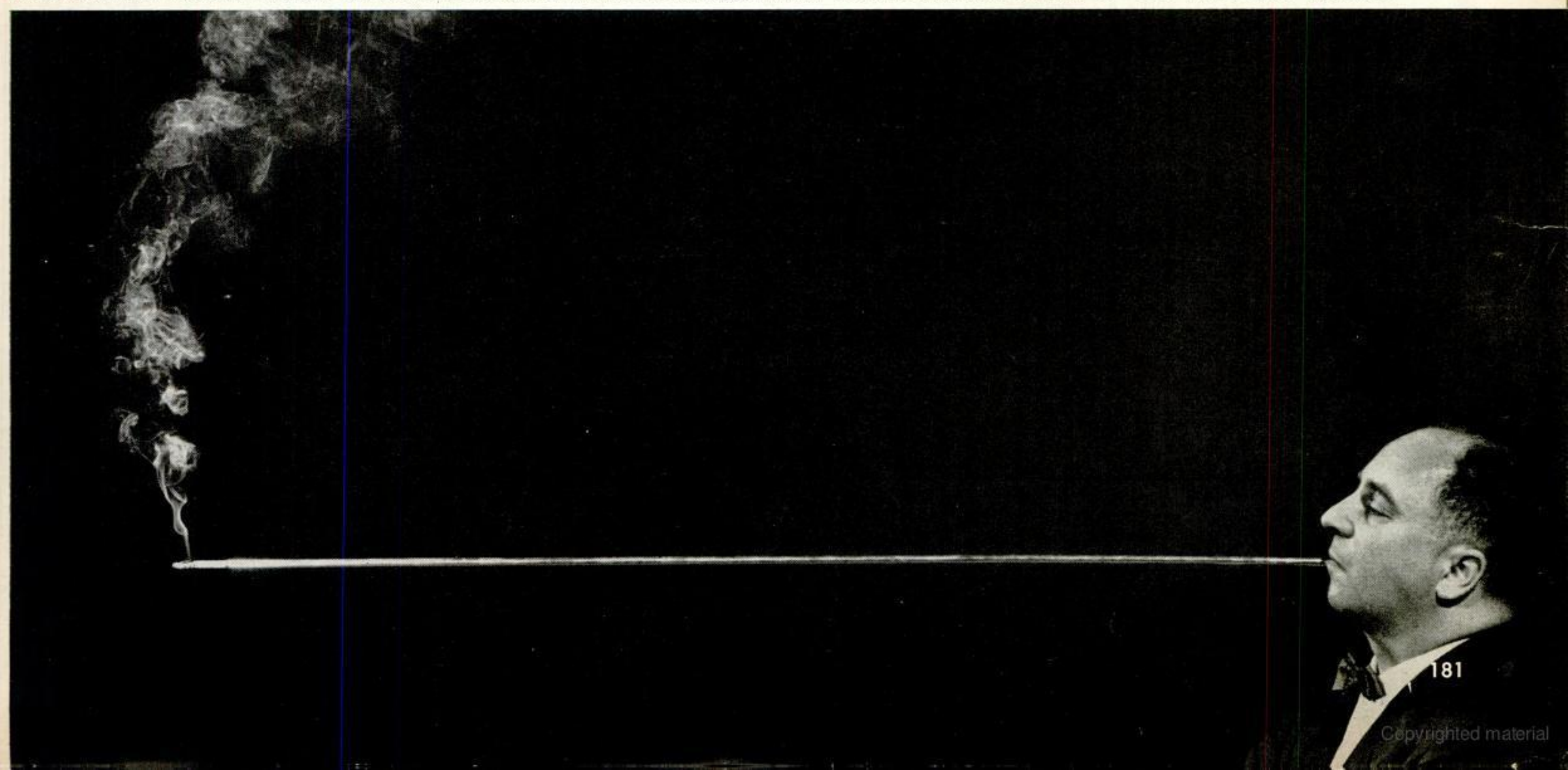
SMOKING A WHOLE PACK AT ONCE, STERN PUFFS ON A PICCOLO-LIKE HOLDER DESIGNED TO HOLD 20 CIGARETS. THE ALUMINUM HOLDER WEIGHS 3 OUNCES

# Silly Smoking

ODD HOLDERS MEET ODD NEEDS

As president of the Zeus Corp. in Brooklyn, Robert L. Stern is one of the world's biggest manufacturers of cigaret holders, all of them monotonously alike in size and shape. After hours, Stern designs and makes the odd-shaped cigaret holders shown on these pages. Although Stern has no plans for ever putting them on the market, he finds he gets a certain release—and a good deal of attention—from his ingenious gadgets.

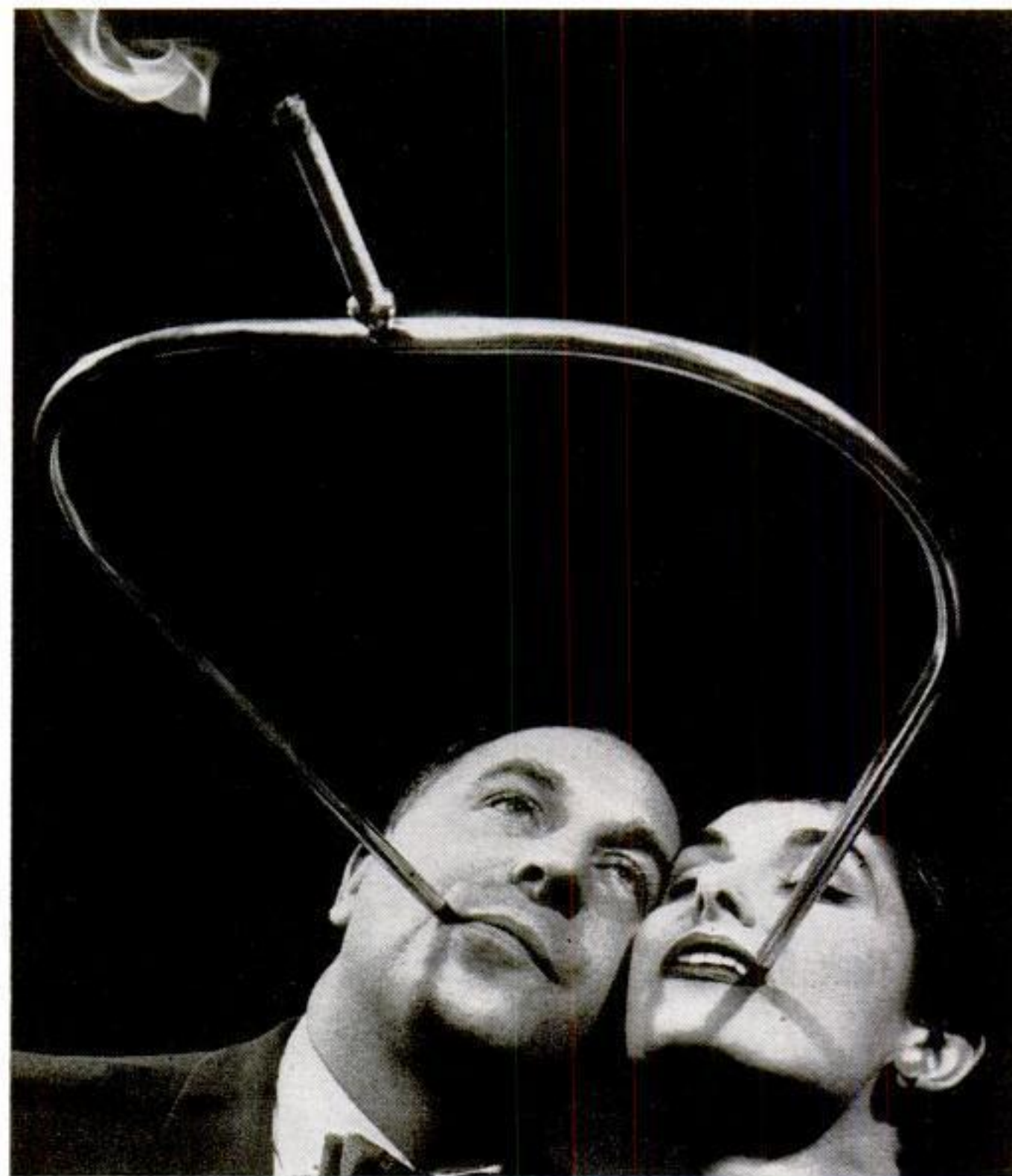
FOUR-FOOT-LONG HOLDER ENABLES THE SMOKER TO ENJOY HIMSELF, SAYS STERN, WHILE OBEYING DOCTOR'S ORDERS TO "KEEP AWAY FROM CIGARETS"







**RAINY DAY HOLDER** keeps burning tip of cigaret dry, even in the heaviest downpour. But cigaret may go out when it burns past edge of the umbrella.



**LOVERS' HOLDER** allows sweethearts to enjoy single cigaret together. It could also help economy-minded couples to cut cigaret consumption in half.



**ASH-COLLECTING HOLDER** is useful for careless smokers at home or for smokers at crowded cocktail parties, where ashes drop on the furniture.

## IF YOU SUFFER PAIN

of  
**HEADACHE  
NEURITIS  
NEURALGIA**  
get

**FAST  
RELIEF**  
WITH



The way  
thousands of  
physicians and dentists recommend

**Here's Why . . .**

Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proved active ingredients. No other product gives faster, longer-lasting relief from pain of headache, neuralgia, neuritis than Anacin tablets. Buy Anacin® today!



**INGROWN NAIL**  
Hurting You?  
**Immediate Relief!**

A few drops of OUTGRO® bring blessed relief from tormenting pain of ingrown nail. OUTGRO toughens the skin underneath the nail, allows the nail to be cut and thus prevents further pain and discomfort. OUTGRO is available at all drug counters.

## Pillsbury

• THE ONLY LEADING •  
**CAKE MIXES**

WITH CHOICE  
**Country-Fresh Eggs**  
**Right in the Mix**

Milk is all you add

**4 FLAVORS**  
**OLD FASHIONED SPICE**  
**CHOCOLATE FUDGE**  
**WHITE**  
**GOLDEN YELLOW**

**MORE HOT WEATHER ENDURANCE**  
**MORE COLD WEATHER POWER**



Fill to "hot" to control battery killing heat . . . fill to "cold" to step up power.

**READING BATTERIES, INC. • Reading, Pa.**

CONTINUED ON PAGE 184





**GOES WHERE THE FOOD IS.** Instead of lugging food to this mixer, you can take it to the food—use it to mix at the range while you cook.

## G.E. Develops Less-Than-3-Pound Portable with Power for All Household Mixing—Only \$19<sup>50</sup>\*

The idea of a *portable* mixer is one that has always appealed to women. But, until quite recently, the housewife was apt to be disappointed when she held the actual product in her hand.

Before, she'd find the word "portable" meant something she *could* carry—not something she'd really want to carry. Her mixer would either turn out to be too heavy for easy handling—or a lightweight "toy" that lacked real power in performance.

But now it's a different story. General Electric designers have fitted a powerful motor with adjustable 3-speed control into a rugged—but featherweight—casing. Thus the weight of the whole mixer has been reduced to *less than 3 pounds*.

Your G-E dealer will be glad to demonstrate one for you. Costs only \$19.50.\* General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

**GENERAL  ELECTRIC**

**NO STRAIN TO HOLD.** A rubber base guard lets you rest mixer on bowl's edge while mixing. Thus the mixer's less-than-3-pound weight is on the bowl instead of on your hand, removing all arm strain. Speed Selector, with 3 mixing speeds, is at your fingertips—gives you the *right* power for each job.

\*Manufacturer's recommended retail or Fair Trade price.



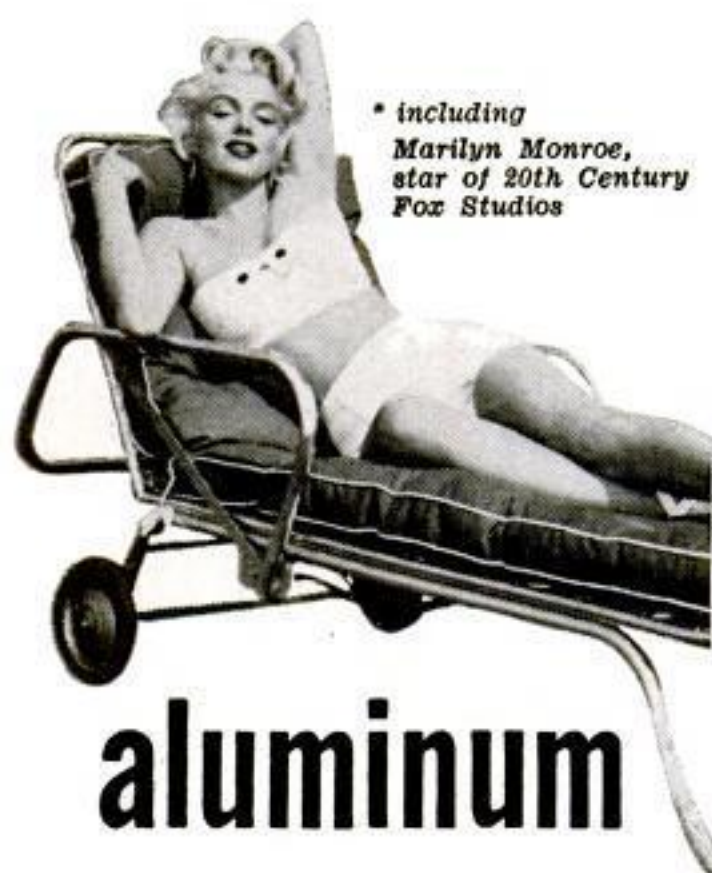
**SETS DOWN LIKE A HAND IRON.** This mixer stands firmly upright on its special heel rest—so that drippings will fall back into the bowl, not onto your work counter.



**HANDY KEYHOLE SLOT** lets you hang it up out of your way, but where it is ready for instant use! Beater ejector releases beaters for easy cleaning and storage.



why  
do  
famous  
hollywood  
stars\*  
demand  
**DEECO**



\* including  
Marilyn Monroe,  
star of 20th Century  
Fox Studios

aluminum  
furniture

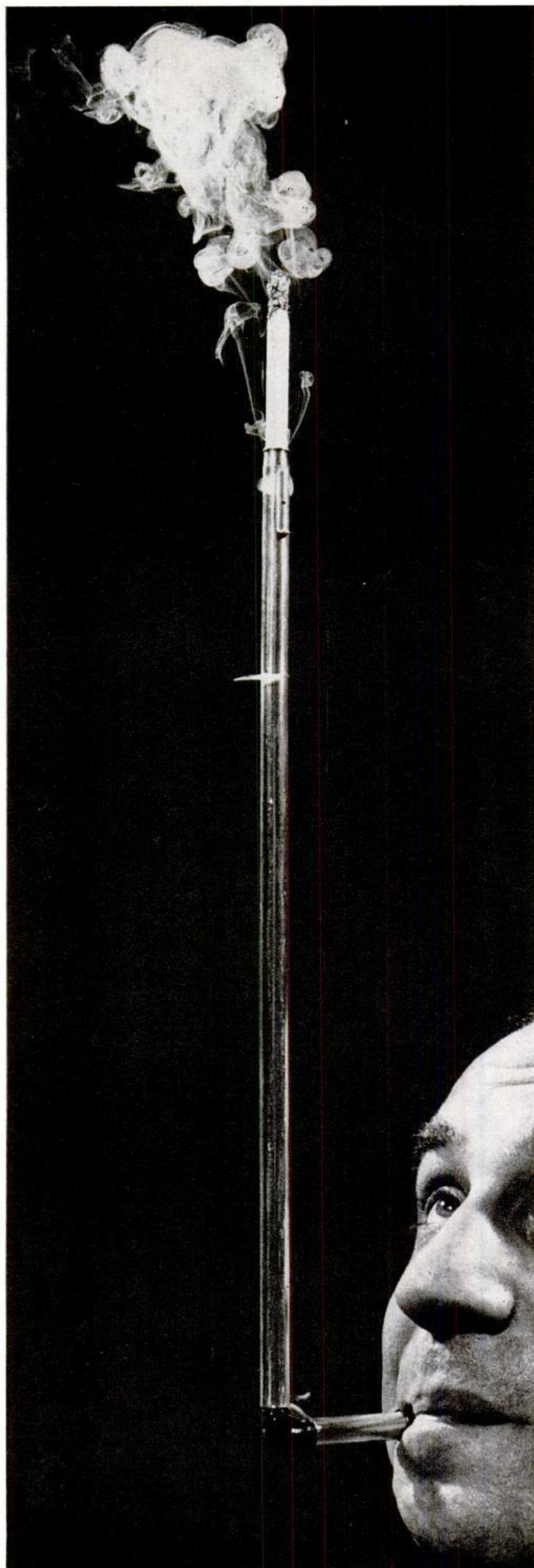
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the finest in design,  
durability and comfort.  
And DEECO is priced to  
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At better furniture and  
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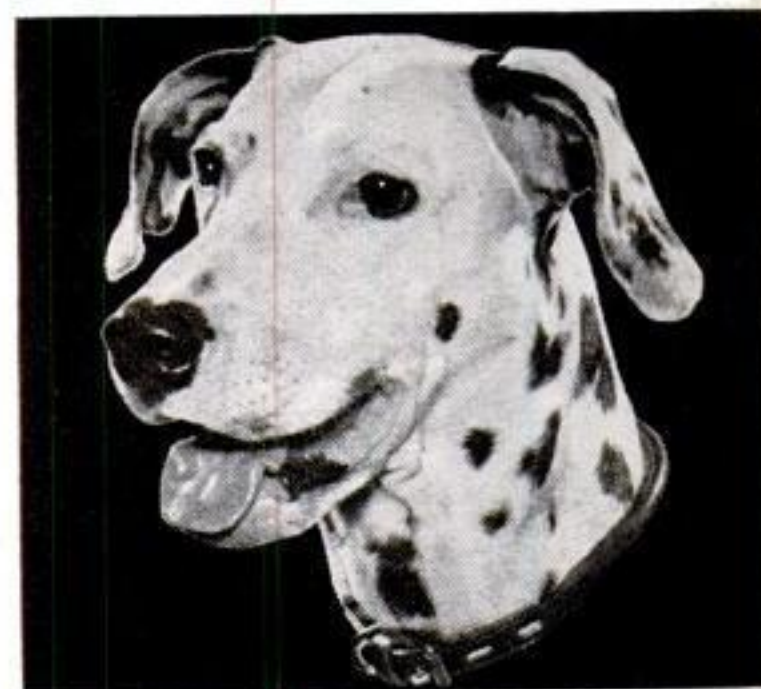


FREE BOOKLET illustrating new '54 Deeco series,  
"Hollywood Film Stars at Home," and names of near-  
est Deeco dealers. Write DEECO, INC., Huntington  
Park, California or DEECO, INC., Canonsburg, Penn.



PERISCOPE HOLDER, helpful in crowded elevators, is also convenient  
even in privacy, since it helps a smoker to keep the smoke out of his own eyes.

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give him  
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Guaranteed by  
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Send me free MILK-BONE DOG BISCUIT. Also  
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**NATIONAL BISCUIT COMPANY**

*Famous*  
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**HEDGE TRIMMER**

- POWERFUL
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**FASTER, EASIER WAY** to trim  
Hedges, Shrubs, Ornamental Trees  
... Cut Weeds, Grasses, etc.

Saves time, gives professional results without  
arm-aching drudgery. Simple to operate. Well-  
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side trimming and shaping. Exclusive slip clutch as-  
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Rain King sprinklers. \$49.75  
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So light, a woman  
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## life and LIFE

LIFE cheers up anyone who is interested in the American audience. It proves week after week that the important can be made interesting.

Of course, LIFE is not nelly-nice and will cock an eye toward Marilyn Monroe as well as taking a serious look at science. But that seems to me as typical of life as of LIFE.

In bringing us beautiful reproductions of great art, in keeping before us the problems of the nation's public schools, in reminding us pictorially of Korea and other trouble spots—in a hundred different ways, LIFE demonstrates one of the most hopeful things about the American scene. That is: the national taste is rising, and there is an ever-growing audience for editors with courage and brains enough to realize this.

**PHILIP L. GRAHAM**, Publisher,  
The Washington Post



# Life Goes to a Sleepless Slumber Party

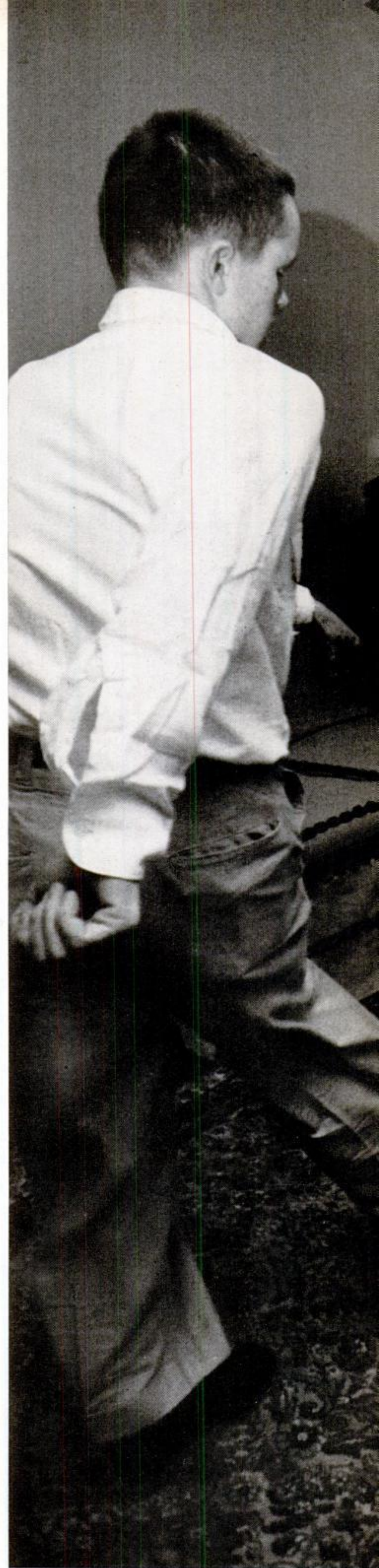
BY TURNING HOUSE INTO BEDLAM  
GUESTS HAPPILY AVOID BEDTIME

Because it was to be a slumber party, the 19 girls who showed up at Martha Raubinger's house in Princeton, N.J. one recent Saturday night came carrying pillows, blankets and floppy animals—but not really expecting to get much sleep. The party got off to a slow but satisfactory start when a dozen boys crashed it. They sat by themselves on one side of the living room till nearly 10 o'clock when Martha's mother suggested it was time to leave. Right away all the boys were asking the girls to dance, and the last boy did not get pushed outdoors till 11. Then the girls had a midnight snack, which lasted off and on for hours, and a moonlight stroll which was more like a 100-yard dash. Finally everybody settled down on the floor for some serious talk. When they had almost agreed you could not fall in love *really* at 16, one girl started everything up again by sighing dreamily, "Oh, I don't know." Suddenly it was 5:30, so everybody who had not drowsed off went whooping outdoors for some setting-up calisthenics.



**BANISHED SISTER**, 9, had to spend night with a neighbor.

AFTER A SINGING SESSION, 16-YEAR-OLD FRANCES URKEN GETS PUSHED OFF PIANO BENCH BY TWO GUESTS



**CUTTING A RUG**, Clodius Willis Jr. and Connie MacNamee step lively in the Raubinger living room.





**WIELDING A PILLOW** Erna Gale Arnold follows through on wild swing as her foes side-step.

CONTINUED ON NEXT PAGE



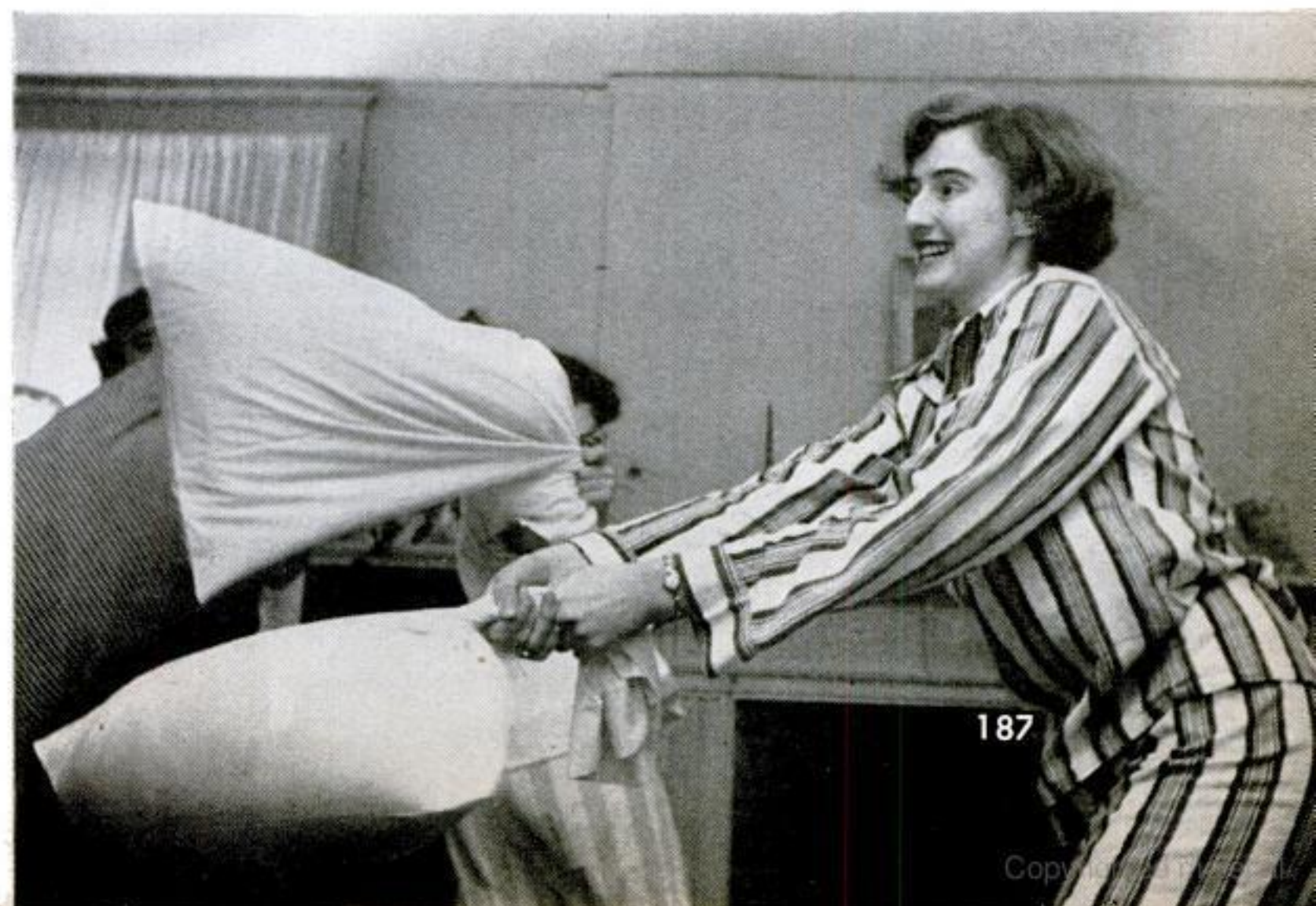
**HUNGRY HOSTESS** chomps away on oversized "submarine sandwich."



**DELAYING TACTIC** of fixing tie is used to put off Clodius Willis' leaving.



**GROUP UNDRESSING** takes place in the living room at 12:30 when the guests switch to pajamas from sweaters and pedal pushers.







*...and she lived happily ever after!*

Once upon a time there was a modern miss—so lovely she was almost like a fairy princess. But she didn't live in a never-never land of enchanted cloaks, witching hours and glass slippers. This is the story of a dainty, fastidious girl, living in today's world.

Of course she'd choose only those products that would guard her feminine charm best. Take the matter of sanitary protection, for instance. What kind do you think a fastidious girl *would* choose? No, don't mention a name. Listen to the description, and see if you can guess it.

In the first place, it's worn internally. It's made of compressed surgical cotton in a small, throwaway applicator. (It's *very* easy to dispose of.) It completely eliminates belts, pins, pads—in fact it's invisible, once it's in place. And it's so comfortable the wearer can't even feel it! (No chafing!)

This product has many other advantages. For instance, it can be worn right in the tub. It prevents odor from forming; in fact, it's often been called the most fastidious kind of sanitary protection. A month's supply slips right into the purse. . . . If you haven't guessed it by now, ask for Tampax at any drug or notion counter. 3 absorbencies: Regular, Super, Junior. Look for Tampax Vendor in restrooms throughout the United States. Tampax Incorporated, Palmer, Mass.

## Slumber Party CONTINUED



A LATE CALL from a boy who wanted to know if he could come over brings guests around phone at 2:00. Hostess tells him party is "for girls only."



A MILD REPROOF is given by mother, who came downstairs to ask Martha please to keep party quiet.



A FEW MINUTES' SLEEP at 5:45 is enjoyed by group of guests bedded down in living room despite the noise made by revelers in the dining room.

CONTINUED ON PAGE 191

## FAT MEN! Lose Dangerous Excess Pounds In 10 Days

WITH THE QUICK NEW

*DeLafield*

### REDUCING PLAN FOR MEN

A dangerous burden of excess weight can shorten your life! Lose up to 5 pounds a week with this safe, sure, scientific plan that gives you all 3:

#### APPETITE REDUCERS

Tasty wafers help curb hunger between meals.

#### BIG REDUCING BOOK

96 pages: hearty menus (even cake), inspiring tips to help you reduce.

#### VITAMINS

To help protect your nutrition while weight goes down.

NO CALORIE COUNTING! NO DRUGS!  
NO OVER-EXERCISE

IT'S EASY!  
QUICK!  
SAFE!  
SURE!



COMPLETE KIT, only \$350 Repeat Package, \$2.50

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## REXALL

DRUG STORES EVERYWHERE

## STOMACH UPSET?

Millions of Americans get fast relief from  
**Acid Indigestion, Heartburn**  
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# TUMS

FOR THE TUMMY



GUARANTEED TO  
CONTAIN NO SODA

This tag on your shoes means more for your money



- Better foot health
- More comfortable wear
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Ask your dealer!  
Send for folder on Pacific Protected Shoe Linings  
Pacific Mills, Dept. P, 1407 Broadway, New York 18



**F**or a new flame  on his birthday, or

Adonis—oriental lizard, 10.50

to tell  a lady she is the light of your

Windsor—poodle design, 5.95

life, there's nothing like a  new Ronson

Triumph—gold plate trim, 10.00\*

pocket  lighter. Ask Gene Tierney.

Whirlwind—windproof, 8.50

starring in "Personal Affair" released thru United Artists.



She loves the new  table models too.

Trophy—Currier and Ives scenes, 12.50

For wedding  or anniversary



Newport Pair—24K gold plate, 27.50\*

presents...for every  gift occasion,

Melrose—heavy silver plate, 10.00\*

always  give a

Lotus—24K gold plate, 15.50\*

**RONSON**

*world's  
greatest  
lighter!*



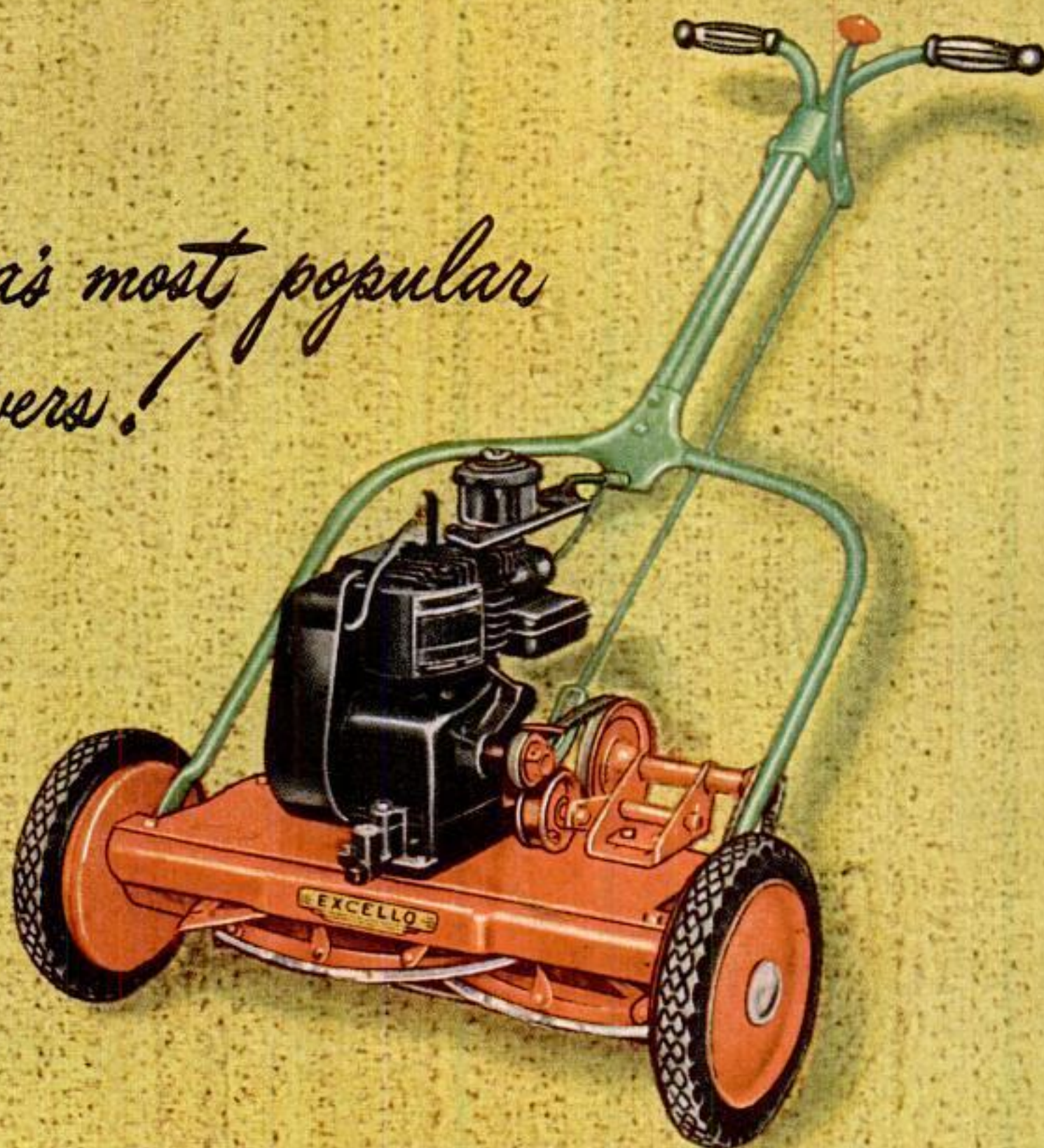
# EXCELLO

*America's most popular  
power mowers!*

Model 214  
21" ROTARY  
SELF-PROPELLED



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21" REEL  
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*No finer mower at any price...*

Distinguished in every sense of the word . . . for quality of materials and workmanship, for appearance and for trouble-free service . . . these two EXCELLO power mowers represent the best in lawn mowing equipment at a price everyone can afford. The long record of year-in, year-out service established by the EXCELLO has made it the favorite of home owners everywhere. Be sure to see EXCELLO before you buy . . . there's one for every lawn.

Nation-Wide Authorized Service

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Springfield, Illinois



Model 518  
18" Reel



Model 524  
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Model 318-GR  
2 cycle Rotary



Model 183-ER  
Electric Rotary



Model 184  
18" Rotary

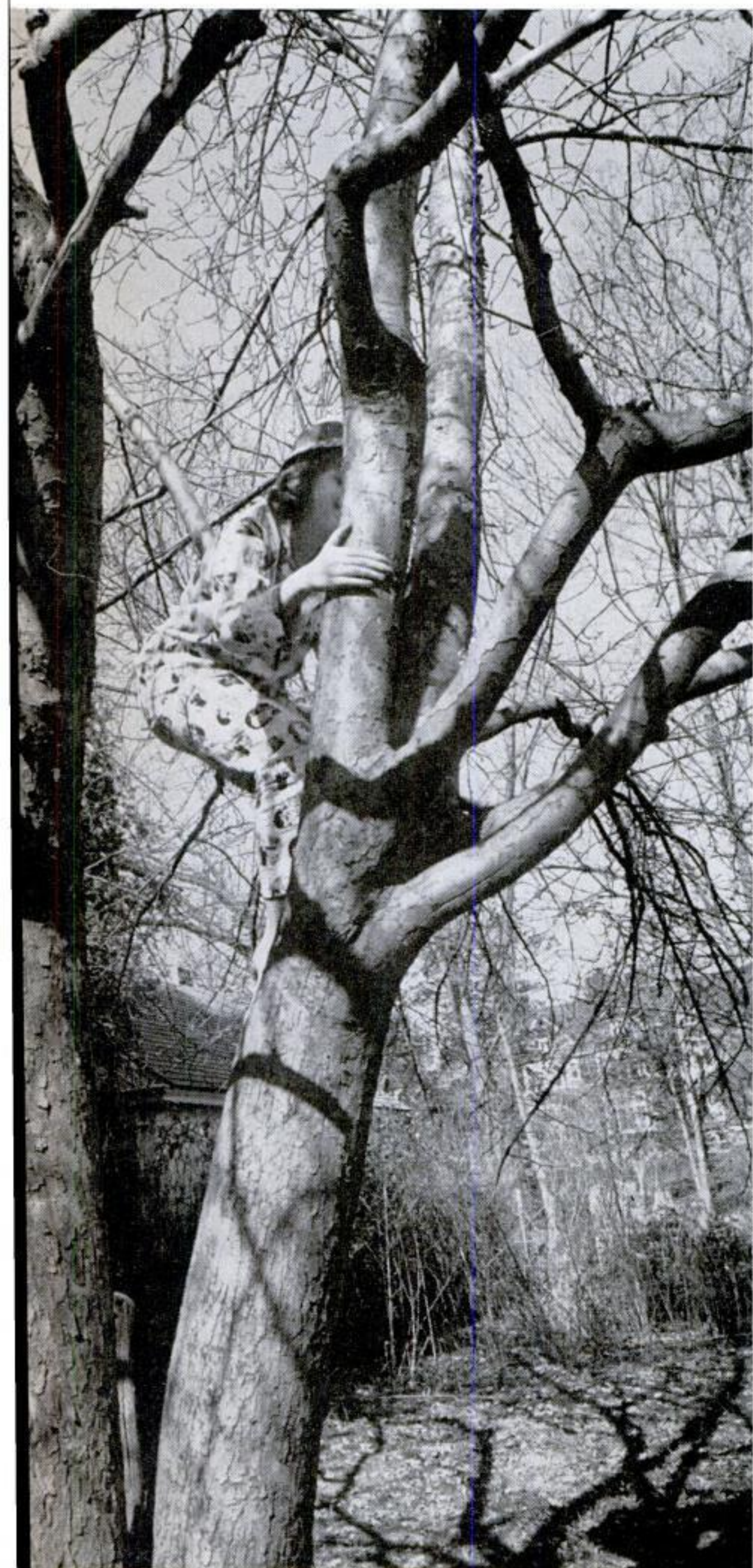
SINCE 1902







AT 6:30 BREAKFAST groggy guests eat banana pancakes drenched in syrup, then sit around table singing *Heart of My Heart* over and over again.



TO HELP DIGESTION Suzanne Wood, still in pajamas, climbs tree while her guests do cartwheels on lawn before going home to get a good day's sleep.

NOW - walk comfortably in your own Footprint!

**Revelations®**  
BY DESCO

**3-D DIMENSIONAL  
FIT IN SHOES**

**FIT-A-RAMA®**  
FOAM RUBBER  
INNERSOLE

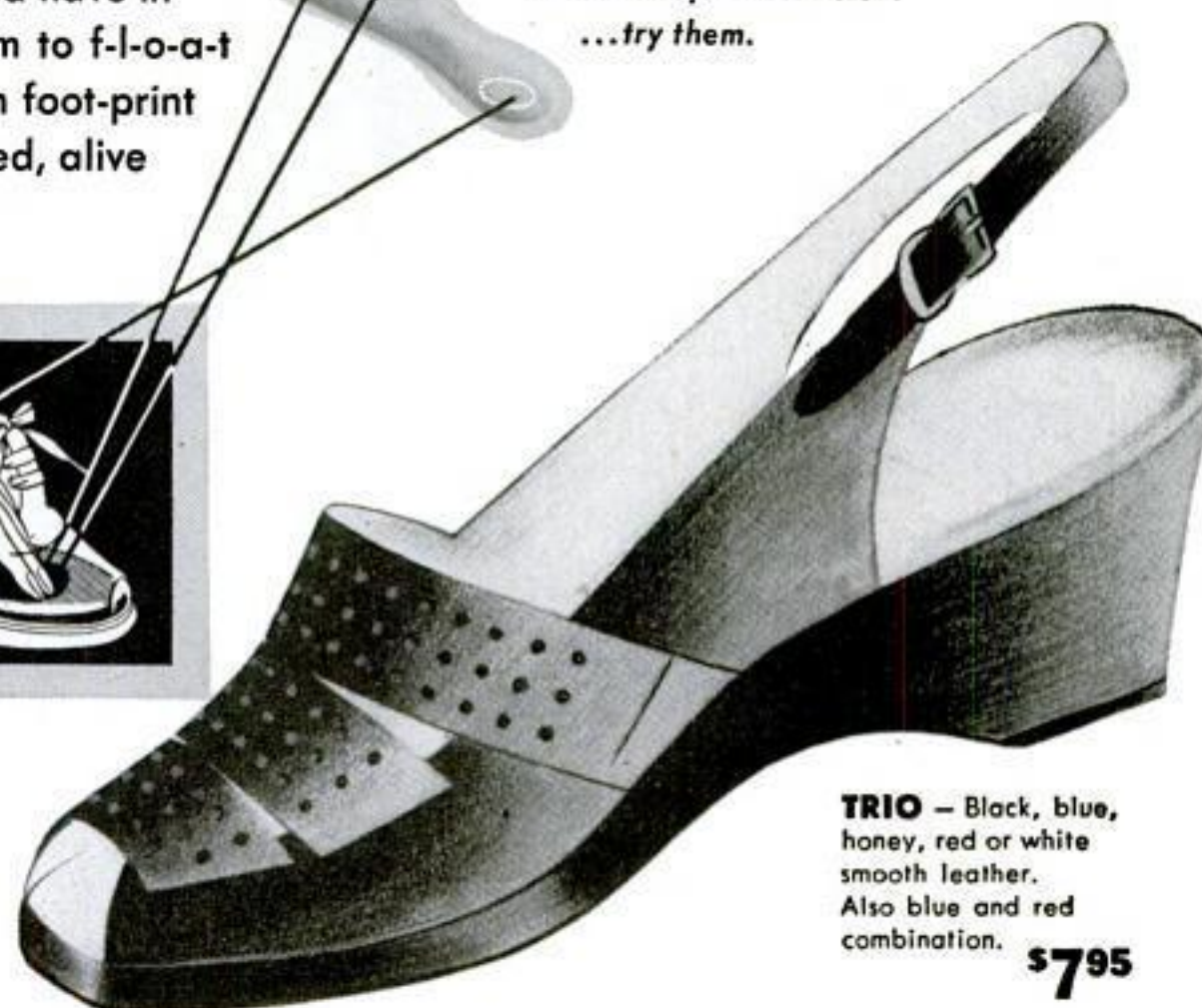
\*Trade Mark Reg.

The specially prepared 3-D FIT-A-RAMA insoles, crafted into Revelations, supply just the right "give" — as Nature intended we should have in walking. You seem to f-l-o-a-t along in your own foot-print — buoyant, relaxed, alive and foot-happy.



Sizes 4-11  
Slim . . . AAAA-AAA  
Narrow . . . AA-A  
Medium . . . B and C  
Wide . . . D and E  
Extra Wide . . . EE-EEE

A revolutionary, new milestone in shoe-making . . . Revelations are made over famous exclusive lasts that insure perfect fit in length, width and foot-contour . . . and now DEPTH-FITTING, which makes walking in Revelations a most thrilling experience . . . at your favorite shoe or department store . . . try them.



**TRIO** — Black, blue, honey, red or white smooth leather. Also blue and red combination. **\$795**



**COMET**

Black suede with gun metal; Blue suede with red kid; Cashmere kid with benedictine; Panama kid with honey. (S, N, M & W only) **\$895**

Leather vamp, hand-woven in Spain, crafted in the U. S. A.

**PRINCESS**

Supple, top-grain polished calf with matching or blending basket weaving on vamp. Black, Admiral blue, Golden wheat, Basque red, Tropic tan, or White. **\$1095**

**NATIONAL REVELATIONS  
SHOE WEEK APRIL 25-MAY 1**

Try on Revelations with 3-D fit at your favorite store, or MAIL COUPON and a nearby store will send you the shoes of your choice.

Canada: M'd'd by J. D. CARRIER Ltd. • 90 Ontario St. • Toronto, Canada

**DESCO SHOE CORP.**  
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Please have a nearby store send me the following Revelations as advertised in LIFE magazine.

STYLE	SIZE	WIDTH	COLOR	2nd Choice

NAME \_\_\_\_\_

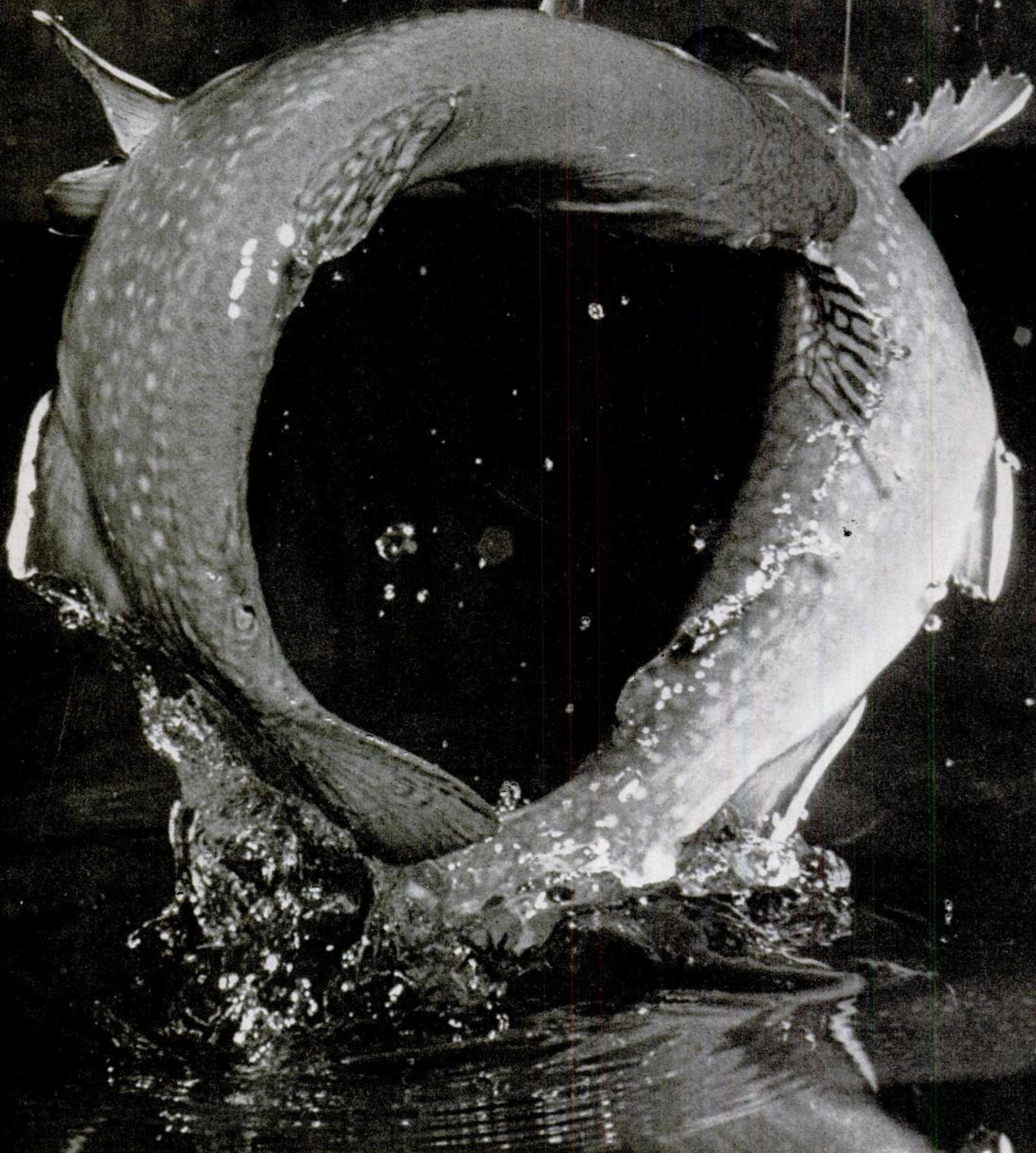
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CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

☐ Check ☐ M. O. (Please include 35¢ postage)







## FISHES' CIRCLE

The speckled trout (*Salvelinus fontinalis*) serves man best—and is best served by man—fresh from a hot frying pan and dripping with butter. He tastes better than other trout but frequently he has such a shmoolike eagerness to meet his destiny inside the human stomach that fancy trout-fanciers

prefer to hunt his wilier brothers, the brown trout (*Salmo trutta*) or the rainbow trout (*Salmo gairdnerii*). The speckled trout will go for almost any bait. These two 15-inchers at a hatchery leap in unison for a brown hackle fly, making a finny circle over the water. The fish nearest the camera won.





ENGLISH DUAL CHIMES Circa 1840. Strikes either Whittington or Westminster chimes. From famous Old Charter Collection.

*Tick-tock... tick-tock... the whiskey that didn't watch the clock... seven long years!*



GERMAN FIRE CLOCK Circa 1800. Tells time by amount of oil burned in column. But *however* time is measured, you will always enjoy Old Charter's supreme quality, and smooth flavor.



DWARF TALL CLOCK Circa 1890. Miniature version of Grandfather clock made in France. For an American way to make time pleasant, try Kentucky's finest, Old Charter.

Only a superior whiskey improves with age. Old Charter goes into the cask the finest whiskey obtainable. Long, quiet years later it emerges with all the subtle flavor a bountiful nature can bestow upon a whiskey.

Long the standard of excellence for bourbon drinkers, Old Charter's superb quality and rare smooth flavor have actually converted many Scotch, Canadian and Bonded whiskey drinkers. It is one of the leading quality whiskeys in America today. Try it yourself and you'll see why.



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Straight Bourbon Whiskey • 7 Years Old  
86 Proof • Old Charter Distillery Company  
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**You know  
it's wholesome**



You choose Coca-Cola with confidence,  
knowing it is wholesome . . . pure as  
sunlight . . . with quality you trust.  
Youthful eyes twinkle when you say,  
"Let's have a Coke" . . . for each new  
generation finds its flavorful goodness  
a treat without equal.



See EDDIE FISHER on "Coke Time"  
NBC Television twice each week.



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